

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: Integrated B.Com. M.Com

Semester: V

CONTEMPORARY MARKETING AND RESEARCH

Course

Code:

19IC505

No. of Hours: 60

COURSE OBJECTIVES:

- To familiarize students with the recent trends in marketing.
- To study the various ethical approaches required in the field of marketing.
- To professionally over the challenges involved in marketing research.

LEARNING OUTCOMES:

- To enable the students to evaluate the need for conducting marketing research.
- To analyze the need for following ethics in the field of marketing.
- To enable the students to know the effectiveness of digital marketing.

UNIT 1

Marketing

Research:

15 HRS

Meaning-Scope-Importance, characteristics- Advantages and Disadvantages-Challenges before marketing research, Process followed- Types of marketing research- Tools and techniques of marketing research-Role of marketing research in marketing decision making.

UNIT 2

Ethics

in

Marketing

Research:

12 HRS

Importance-Ethical issues relating to Marketing Research by vendors, sponsors, field staff and respondents- Problems in conducting marketing research in India, Corporate governance and marketing -Ethics in marketing-Deceptive marketing practice.

Agricultural Marketing: Meaning-Scope-Marketing of agricultural inputs and produce

UNIT 3

Rural Marketing:

12 HRS

Meaning-Scope- Opportunities-Rural Marketing environment-Classification of rural consumers, Rural v/s Urban marketing- Problems in rural marketing- Strategies- Marketing of rural industry products, consumables and durables-Contemporary Rural marketing-Buyer behavior in rural India-Breaking entry Barriers.

UNIT 4

Recent trends in marketing

:10 HRS

Direct selling(Network marketing)-CRM- E-Commerce, Marketing through social channels- societal marketing- Cause related marketing.

UNIT 5

Digital Marketing: 11 HRS

Meaning, Difference between digital and traditional media, benefits of digital marketing, Latest digital marketing trends- Digital marketing strategy for websites- Digital marketing research- Methods of digital marketing research.

SKILL DEVELOPMENT

- Study of rural consumer behavior and presenting the same.
- Study on the importance of ethics in marketing.
- Study the recent trends in marketing.
- Study of importance of digital marketing

BOOKS FOR REFERENCE

1. William M Pride and O C Ferrell , Marketing concepts and strategies, Twelfth edition, Biztantra, 2005
2. O.C Ferrell, John Paul Fraedrich and Linda Ferrell- Business Ethics, Biztantra, 2006
3. Philip Kotler-Marketing management- Prentice Hall
4. P.G Aqinas- Business and Society- Anmol publications
5. RajendraNargundkar- Marketing research, TMH
6. R.V Badi and N.V Badi- Rural Marketing, Himalaya Publishing House 2007
7. C.N Sontakki- Marketing Management, Kalyani Publications,2014
8. Gopaldaswamy T.P- Rural marketing Environment, Problems and Strategies. Wheeler Publications, first Edition,1997

9. Ramaswamy V.S and Namakumar S- Marketing management: Global Perspective-Indian context- Macmillan 2006
10. Raghavendra K and ShruthiPrabhakar- Digital Marketing, Himalaya Publishing house, First edition 2016.