

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)

COIMBATORE – 641014

CAREER ORIENTED COURSE

ADVERTISING & MARKETING

(Under Choice Based Credit System)


HI-01

2020-21

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Programme Outcome	
PO1	To Exhibit understanding of broad marketing concepts and principles.
PO2	To train the students in communication skills effectively.
PO3	To Identify advertising and marketing communications objectives by applying principles of marketing and communications.
PO4	To recognize and solve business problems in an ethical manner.
PO5	To Develop creative solutions through applying relevant advertising and marketing principles.
PO6	Understand the problems faced by the marketing sector in the Current scenario.
PO7	Understand the dynamic and complex working environment of marketing and advertising.
PO8	Determine conceptual and analytical abilities required for effective decision making.
PO9	Analyze the various aspect of business research in the area of marketing & Advertising
PO 10	To empower the marketing and interpersonal ability of the students.

Programme Specific Outcome	
PSO1	Understand the interrelationship with other functional areas of business as a part of the management process.
PSO2	To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
PSO3	To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society.
PSO4	To stimulate the research focus and be decisive on their career choice.
PSO5	To demonstrate technical competence in domestic and global business through the study of the concepts of advertising and marketing within the fields of business.



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SCHEME OF EXAMINATIONS

Year	Course Code	Level	Course Title	MARKS			Hrs/ Week	Exam Duration	Category
				CA	TEE	TOTAL			
I	20322A	CERTIFICATE	Marketing Communication	25	75	100	3	3	THEORY
	20322B		Advertising	25	75	100	3	3	THEORY
	20322C		Promotion Management	25	75	100	3	3	THEORY
	20322S		Project Work	25	75	100	-	-	PRACTICAL
II	20322D	DIPLOMA	Sales & Distribution Management	25	75	100	3	3	THEORY
	20322E		Retail Management	25	75	100	3	3	THEORY
	20322F		Marketing for Non Profit Organisations	25	75	100	3	3	THEORY
	20322T		Project Work	25	75	100	-	-	PRACTICAL
III	20322G	ADVANCED DIPLOMA	Marketing Research	25	75	100	3	3	THEORY
	20322H		Customer Relationship Management	25	75	100	3	3	THEORY
	20322I		Consumer Behaviour	25	75	100	3	3	THEORY
	20322U		Project Work	25	75	100	-	-	PRACTICAL

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20322A	MARKETING COMMUNICATION	3	3	3	2	2	2	2	3	3	3
20322B	ADVERTISING	3	3	3	2	3	2	3	3	3	3
20322C	PROMOTION MANAGEMENT	3	3	3	3	3	3	3	3	3	3
20322S	PROJECT WORK	3	3	3	3	3	3	3	3	3	3
20322D	SALES & DISTRIBUTION MANAGEMENT	3	3	3	2	3	3	3	3	2	3
20322E	RETAIL MANAGEMENT	3	3	3	3	3	3	3	3	3	3
20322F	MARKETING FOR NON PROFIT ORGANISATIONS	2	3	2	3	3	3	2	2	2	2
20322T	PROJECT WORK	3	3	3	3	3	3	3	3	3	3
20322G	MARKETING RESEARCH	2	2	3	3	3	3	3	3	3	2
20322H	CUSTOMER RELATIONSHIP MANAGEMENT	3	3	3	3	3	3	3	3	2	3
20322I	CONSUMER BEHAVIOUR	3	3	3	3	3	3	3	3	2	3
20322U	PROJECT WORK	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong



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HI-04
2020-21

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Year	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20322A	MARKETING COMMUNICATION	-	Theory	--	100

OBJECTIVE: To make the students to understand the basics of Communication and Integrated Marketing Communication.

UNIT I Introduction

Nature and Importance of communication - Types of Communication - Features and objectives of communication.

UNIT II Communication Process

Communication Process - Elements of the Communication Process -Application of the Communication process in Marketing - Steps to develop effective Marketing Communication.

UNIT III Marketing & Selling

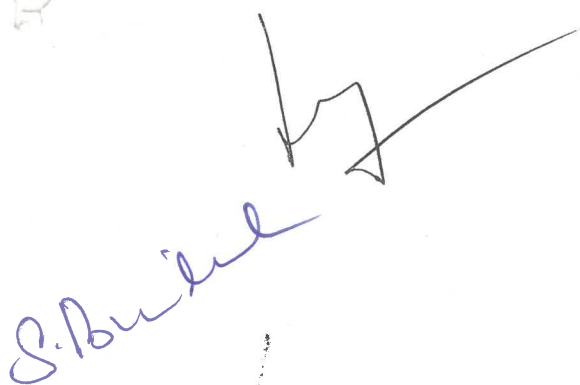
Difference between Marketing and Selling - Marketing as a Social process - Entities of Marketing - Features and Importance of Marketing and Internet Marketing.

UNIT IV Integrated marketing Communication

Integrated marketing Communication - The target audience - determining objectives - designing the message.

UNIT V Communication Channel

Selecting Communication Channel - Establishing budget - Promotional Tools - Factors in setting the Marketing Communication Mix and Measuring Results.


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HI-05
2020-21

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basics of Communication	K1, K2, K3
CO2	Communication process and developing marketing communication	K2, K3, K4, K5
CO3	Marketing and Internet Marketing	K1, K2, K3, K4
CO4	Integrated Marketing Communication	K2, K3, K4, K5
CO5	Selecting channel and establishing marketing communication	K2, K3, K4, K5

Indicators: K1 Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5 Creating & Evaluating

Course Outcome mapping with Programme outcome

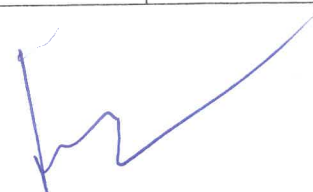
Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	1	2	1	1	1	1	1
CO2	2	3	3	3	2	1	2	2	1	2
CO3	3	1	2	2	2	2	3	2	1	3
CO4	3	2	3	2	3	2	3	2	2	3
CO5	3	2	2	3	3	2	2	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advertising and promotion: An integrated marketing communications perspective	Belch, G., & Belch, M.	New York: McGraw-Hill.	2014, Tenth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	Ramesh, MS, & C. C Pattanshetti	R.Chand&Co, New Delhi	2003, Third
2	Principles of Marketing	Philip Kotler	Gary Armstrong	2009, Thirteenth

Pedagogy: Lecturing, PP Presentation, Case Discussion, Assignments





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2020-21

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basics of Advertising	K1, K2, K4
CO2	Role and Importance of advertising	K1, K2, K4
CO3	Types of Advertising	K1, K2, K3, K5
CO4	Advertising Messages	K2, K4, K5
CO5	Elements of a print copy	K1, K2, K5

Indicators: K1 Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5 Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	1	1	2	1	1	2	1	3
CO2	2	2	2	1	2	3	3	2	2	2
CO3	3	3	2	1	3	2	2	2	3	3
CO4	3	3	3	2	2	2	3	3	3	3
CO5	3	3	3	3	3	2	2	3	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advertising	J.H. Bolen	COCRIER PUBLISHING COMPANY West Liberty.	2007, Fourth
Reference Books				
S.No.				
1	Advertising and Sales Management	C.N. Sontakk	Kalyani Publisher	2011, Seventy third

Pedagogy: Lecturing, PP Presentation, Case Discussion, Assignments

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HI-08
2020-21

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Year	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20322C	PROMOTION MANAGEMENT	-	THEORY	--	100

OBJECTIVE:

- To make the students to understand intricacies of sales promotion.
- To know how various sales promotional tools are used by the companies to increase the trial of a product.

UNIT I Introduction

Nature - role - importance of sales promotion. Forms - objectives, Relevance & Strategies of sales promotion.

UNIT II Sales Promotion

Difference between sales promotion and advertisement - Factors influencing sales promotion. Target market - nature of product and services.

UNIT III Tools of Sales Promotion

Tools of sales promotion: Prize scheme - trade fairs and exhibitions - free samples, advertising novelties - costumer entertainment - sales contests - price off – refunds - points sales materials for dealers etc.

UNIT IV Target of Sales Promotion

Target of Sales Promotion - Utilities & Application of Sales Promotion tools in: Sales Force Promotion - Trade Promotion - Consumer Promotion

UNIT V Sales promotion plan for new Products

Sales promotion plan for new Products: Objective of New Product introduction - Steps required in the process - Sale promotion & Test Marketing

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HI-09
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basics of Sales Promotion	K1, K2, K4
CO2	Sales promotion and advertising	K2, K3, K4
CO3	Tools of sales promotion	K1, K3
CO4	Utilities & Application of Sales Promotion	K2, K3, K4
CO5	Plan for new product	K2, K4, K5

Indicators: K1 Remembering, K2 Understanding, K3 Applying, K4 Analysing, K5 Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	1	1	2	2	2	2	1	2
CO2	3	2	2	3	3	3	3	2	2	3
CO3	3	3	3	2	3	3	2	3	2	3
CO4	3	3	2	3	2	2	2	3	3	3
CO5	3	3	2	3	2	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Promotion Management: A Strategic Approach	John J. Burnett	West Publishing Company	2018, Fourth
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advertising and Sales Promotion Management	S.A. Chunawalla	Himalaya Publishing House	2015, Tenth
2	Promotion Management	Burneet	Houghton Mifflin	1993, Fourth

Pedagogy: Lecturing, PPT Presentation, Case Discussion, Assignments

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