

Programme:	B.COM (DIGITAL BUSINESS)
Nomenclature of the Course	FOUNDATIONS OF MARKETING & CUSTOMER STRATEGIES
Total Marks	100 marks
Semester:	I
Academic year	2025-26

LEARNING OBJECTIVES:

1. To introduce students to fundamental marketing concepts, including branding, business models, and the evolution from traditional to digital marketing.
2. To enable students to understand consumer behavior, marketing funnels, and segmentation strategies for customer-centric marketing.
3. To equip students with knowledge and skills related to digital marketing, integrated marketing communication, and various advertising formats.
4. To develop analytical skills for evaluating marketing performance using digital media metrics and data-driven decision-making.

COURSE OUTCOMES:

1. Understand core marketing concepts such as branding, business models, and the transition from traditional to digital marketing.
2. Analyze consumer behavior and apply segmentation strategies within marketing funnels to design customer-centric marketing approaches.
3. Demonstrate proficiency in digital marketing tools and integrated marketing communication, including the use of various advertising formats.
4. Evaluate marketing performance using digital metrics and apply data-driven techniques to support marketing decision-making.

Module	Course Content	Andragogy	No of Lectures
1	<u>Marketing & Management Fundamentals</u> Introduction to Business and Marketing Fundamentals <ul style="list-style-type: none"> ○ Role of Business and its Purpose ○ Product & Service-Based Brands ○ Business Models ○ Foundation of Marketing ○ Brand Goals vs Marketing Goals ● Transition from Traditional to Digital Marketing ○ Evolution of Marketing ○ Introduction to Digital Marketing ○ Types of Ads in Digital Marketing ○ Overview of Integrated Marketing ● The Marketing Mix ○ 7Ps of Marketing ○ Case Study Using the 7Ps of Marketing ● Push vs Pull Marketing: Development and Implementation ● Branding vs. Marketing: Key Differences ● Understanding Brand Truth and Consumer Perception 	Theoretic Discussion, Presentations, Case Studies, Group Discussion, Hands- on activities	15

	<ul style="list-style-type: none"> ○ PPT Framework for Brand Truth (Purpose, Promise, Tone of Voice) ○ Consumer Truth ● Brand USPs ○ Identifying and Communicating Brand USPs 		
2	<u>Marketing Funnel</u> Concept of Marketing Funnels <ul style="list-style-type: none"> ○ AIDA Model and Its Relevance in Marketing ○ Extended Funnel Models: AIDA-LA, ACCA, REAN ○ Stages of the Funnel: ToFU (Top), MoFU (Middle), BoFU (Bottom) ○ Segmentation, Targeting, and Positioning (STP) 	Theoretic Discussion, Presentations, Case Studies, Group Discussion, Hands-on activities	15
3	<u>Customer Centricity</u> Difference between Customers and Consumers <ul style="list-style-type: none"> ● The Customer Journey ● Buying Decision-Making Process ○ Influencing Decision-Making ○ Maslow's Hierarchy of needs in Marketing ○ Key factors influencing Buying Decisions ● Introducing Customer Centricity ○ Marketing Solutions vs. Business Solutions ● Understanding your Customers ● Gathering Customer Insights ● Target Audience & Segmentation ● Buyer Personas ○ Understanding Media Consumption Patterns ● Creating a Strategy 	Theoretic Discussion, Case Studies, Presentations, Group Discussion, Hands-on activities	15
4	<u>Digital Media Metrics</u> <ul style="list-style-type: none"> ● Application of Basic Math Concepts in Marketing Analytics ● Understanding Key Digital Media Metrics ● Importance of Data-Driven Decision-Making ● Calculating Digital Marketing Metrics 	Theoretic Discussion, Case Studies	15

SUGGESTED READINGS

1. Kotler, P., Keller, K. L., Chernev, A., & Jha, M. (2022). Marketing management (16th ed.). Pearson.
2. Stokes, R. (2018). E-Marketing: The essential guide to marketing in a digital world (6th ed.). Quirk Education.
3. Sheth, J. N., Mittal, B., & Newman, B. I. (2020). Customer behavior: Consumer behavior and beyond (5th ed.). Cengage Learning.
4. Ryan, D. (2016). Understanding digital marketing: Marketing strategies for engaging the digital generation (4th ed.). Kogan Page.

QUESTION PAPER PATTERN

RUBRICS FOR CONTINUOUS EVALUATION

Internal Assessment (40% of 100 marks) - 40 Marks

Sr No.	Examination Method	Marks
1	2 - Presentation/Project/Assignment/Case Study of 20 marks each	40
	TOTAL	40

QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

Maximum Marks: 60

Duration: 2 Hours

All Questions are compulsory

Question No.	Description	Total Marks
1	Two questions to be asked: A or B Any One to be attempted From Module-I	15
2	Two questions to be asked: A or B Any One to be attempted From Module-II	15
3	Two questions to be asked: A or B Any One to be attempted From Module-III	15
4	Two questions to be asked: A or B Any One to be attempted From Module-IV	15