

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: COMMERCE & MANAGEMENT**

**PROGRAMME: B.COM (DIGITAL BUSINESS)**

**SEMESTER: I**

**NOMENCLATURE OF THE COURSE: Market & Brand  
Intelligence**

**NEP Vertical: Skill Enhancement Course**

**Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



<b>Programme:</b>	<b>B.COM (DIGITAL BUSINESS)</b>
<b>Nomenclature of the Course</b>	<b>MARKET &amp; BRAND INTELLIGENCE</b>
<b>Total Marks</b>	<b>50 marks</b>
<b>Semester:</b>	<b>I</b>
<b>Academic year</b>	<b>2025-26</b>

**LEARNING OBJECTIVES:**

1. To equip students with a fundamental understanding of market research concepts, methods, and frameworks, including Porter's Five Forces and segmentation models (TAM, SAM, SOM).
2. To develop analytical skills for conducting brand and competitor research, including SWOT analysis, perceptual mapping, and differentiation strategies.

**COURSE OUTCOMES:**

1. Understand fundamental concepts on Market, brand and Competitor research.
2. Apply fundamental market research concepts and frameworks to assess market opportunities.

<b>Module</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
1	<u>Market Research</u> <ul style="list-style-type: none"> <li>● Market Research &amp; its Importance</li> <li>● Porter's Five Forces <ul style="list-style-type: none"> <li>○ Competitive Rivalry</li> <li>○ Threat of New Entrants</li> <li>○ Threat of Substitution</li> <li>○ Buyer Power</li> <li>○ Supplier Power</li> </ul> </li> <li>● Methods of Market Research <ul style="list-style-type: none"> <li>○ Primary: Quantitative &amp; Qualitative Research</li> <li>○ Secondary</li> </ul> </li> <li>● TAM, SAM, &amp; SOM</li> </ul>	Theoretic Discussion, Presentations, Case Studies, Group Discussion	15
2	<u>Brand &amp; Competitor Research</u> <p>Understanding Important Terms of Brand Research</p> <ul style="list-style-type: none"> <li>● Different Ways to Conduct Brand Research</li> <li>● Brand Identity <ul style="list-style-type: none"> <li>○ Logo</li> <li>○ Tone &amp; Voice</li> <li>○ Colour Scheme</li> <li>○ Font Type</li> <li>○ Graphics &amp; Images</li> <li>○ Slogan/Jingle/Catchphrase</li> </ul> </li> <li>● SWOT Analysis</li> <li>● Perceptual Mapping</li> </ul> <p>Competitor Research</p> <ul style="list-style-type: none"> <li>● Importance of Competitor Research</li> <li>● Process of Competitor Research</li> <li>● Types of Competitor Research</li> <li>● Direct &amp; Indirect <ul style="list-style-type: none"> <li>● Secondary</li> </ul> </li> <li>● Strategic Group Analysis: Meaning &amp; Steps</li> <li>● Differentiation Strategies</li> </ul>	Theoretic Discussion, Presentations, Case Studies, Group Discussion	15

### **SUGGESTED READINGS**

1. Malhotra, N. K., & Dash, S. (2019). Marketing Research: An Applied Orientation (7th ed.). Pearson.
2. Porter, M. E. (2008). Competitive Strategy: Techniques for Analyzing Industries and Competitors. Free Press.
3. Aaker, D. A. (2018). Aaker on Branding: 20 Principles That Drive Success. Morgan James Publishing.
4. Kotler, P., & Keller, K. L. (2022). Marketing Management (16th ed.). Pearson.
5. Pahl, N., & Richter, A. (2009). SWOT Analysis: Idea, Methodology, and a Practical Approach. GRIN Verlag.

### **QUESTION PAPER PATTERN**

#### **RUBRICS FOR CONTINUOUS EVALUATION**

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

<b>Sr No.</b>	<b>Examination Method</b>	<b>Marks</b>
1	2 - Presentation/Project/Assignment/Case Study of 10 marks each	20
	<b>TOTAL</b>	<b>20</b>

#### **QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION**

Maximum Marks: 30

Duration: 1 Hour

All Questions are compulsory

<b>Question No.</b>	<b>Description</b>	<b>Total Marks</b>
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