

Nallamuthu Gounder Mahalingam College

PG Department of Commerce (CA)

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	19UCC4VAC1	Course Title	Batch :	2019 - '22
Total Hrs:	30	Value Added Course: Basics of Digital Marketing	Semester :IV	

Course Objective

To endow the students with the basic knowledge of marketing and its digitalization

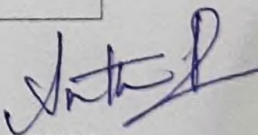
Course Outcomes (CO)

K1	CO1	To recollect the basic concepts digital marketing
K2	CO2	To get idea about the trends in digital Marketing
K3	CO3	To implement the digital marketing through various channels or media
K4	CO4	To analyze viable digital marketing in modern era and knowledge exchange effects

Unit	Content	Hours
Unit - 1	Digital Marketing: Introduction – History – Digital Marketing Vs Traditional Marketing – Trends of Digital Marketing – Benefits of Digital Marketing. Business Process Management: Evolution and History of Outsourcing – BPM Industry in India – Structure of IT BPM Industry – BPM Sub-Sector – Key Trends in BPM Sub-Sector.	10
Unit - 2	Digital: Introduction to Digital – Meaning – History of Digital – Working of Digital – Digital for Industry Trends – Importance of Digital. Understanding Advertising – Sales – B2B Vs B2C – Services Vs Product – Marketing Sales Vs Advertising.	10
Unit - 3	Channels of Digital Marketing: SEO-Overview – SEM-Overview – Content Management-Overview – Other Platforms of Digital Marketing: Social Media Marketing – Social Networking Websites – Social Book Marking – Blogs and Micro Blogs – Media Sharing – Mobile Marketing – Types of Mobile Ads..	10

Text Book

1. Mysore Infosys Training Campus Material


HOD

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Nallamuthu Gounder Mahalingam College
PG Department of Commerce(CA)

Programme Code:	BCCA	Programme Title :	Bachelor of Commerce with Computer Applications	
Course Code:	18UCC6VAC 2	Course Title	Batch :	2018 – '21
Total Hrs:	30	Value Added Course:	Semester : VI	
		Basics of Rural Market		

Course Objective

To impart the students with the basic knowledge of rural market

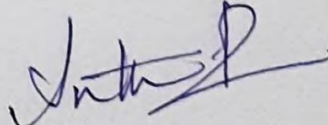
Course Outcomes (CO)

K1	CO1	To recollect the basic concepts rural marketing
K2	CO2	To get idea about the promotion strategy
K3	CO3	To implement the range of pricing strategies
K4	CO4	To analyze the various trends in rural marketing

Unit	Content	Hours
Unit - 1	Rural Marketing - Concept -Nature -Scope –Difference between Rural and urban Marketing –Rural - features of rural markets.-characteristics of rural consumers-4Ps of rural marketing.	10
Unit - 2	Pricing policies - innovative pricing methods for rural markets - promotion strategy – sales promotion –merits and demerits	10
Unit - 3	Rural Marketing- India. Rural Marketing in India – Role, Types and Minimization of Risk in Rural Marketing-rural marketing difference between rural marketing and urban marketing-current scenario in rural marketing	10

Text & References:

1. Kashyap Pradeep & Raut Siddhartha, (2009), *Rural Marketing*, Biztantra Publishers. ISBN: 978-81-317-6035-2
2. Dogra B. & Ghuman K. (2010), *Rural Marketing Concepts and Practices*, Tata McGraw-Hill. ISBN: 81-7992-085-2 •
3. Krishnama charyulu C.S.G. & Ramakrishnan Lalitha (2011), *Rural Marketing Text & Cases*, Pearson Education ISBN:978-81-317-3263-2


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