

**GUJARAT UNIVERSITY**  
**K. S. SCHOOL OF BUSINESS MANAGEMENT**  
**[Five Years' (Full-time) M.B.A. Integrated Degree Course]**  
**Fifth Year M.B.A. (SEM-X)**  
**KS\_M\_M\_514**

**Seminar on Contemporary Issues in Marketing (Marketing Elective)**

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**3 credit course**

**Objective:** The objective of the course is to make the students aware of the contemporary practices in the field of marketing. Students will study various concepts related to different marketing practices like e-marketing, rural marketing, industrial marketing, and brand marketing conceptually and practically. Other marketing efforts related to green marketing, cause related marketing and neuro marketing have also been included in the course so as to give students an understanding of the dynamism of the ever changing marketing environment.

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**Module – I E-MARKETING**

**[20%]**

- E-marketing – Concept and applications
- Online Marketing Domains
- Viral marketing
- Social media marketing
- Electronic Customer Relationship Management
- Types of Digital Marketing
- Implications of digital marketing
- Online Marketing Mix Elements

**Module – II BRAND MANAGEMENT**

**[20%]**

- Branding – Concept and Marketing
- Brand Evolution Framework
- Brand Elements
- Branding Strategies
- Brand Extension Strategies
- Brand Equity
- Brand Architecture
- Brand Valuation

**Module – III RURAL MARKETING**

**[20%]**

- Introduction to Rural marketing
- Urban v/s Rural Markets
- The Growing BOP markets
- Segmenting Rural Markets
- Rural Marketing Mix Elements
- Problems and Challenges of Rural Markets
- Agricultural Marketing

**Module – IV INDUSTRIAL MARKETING**

**[20%]**

- Concept of Industrial Marketing

- Industrial marketing v/s Consumer marketing
- Types of business Consumers
- Classification of Industrial goods
- Purchase practices of Business Customers
- Organizational Buying Process and Situations
- Models of Organizational Buying Process
- Pricing Strategies in industrial marketing
- Channel Strategies in industrial marketing
- Market Segmentation for industrial goods

**Module – V CONTEMPORARY MARKETING PRACTICES**

**[20%]**

- Green Marketing
- Neuro Marketing
- Cause Related Marketing
- Other contemporary practices in marketing

**No of lectures in semester:** Approximately 40 to 45 hours

**Assignments:** Minimum 3 Assignments

**Evaluation Pattern:**

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

**Reference Books:**

- Strategic Brand Management by Kevin Keller – Pearson Education
- Brand Management by Harsh Verma – Excel Books
- Rural Marketing by Krishnamoorthy – Himalaya Publishing House
- Rural Marketing by Awadhesh Kumar Singh and Satyaprakash Pandey- New Age International Ltd.
- Rural Marketing by Pradeep Kashyap – Pearson Education
- Business-to-Business Marketing by Nick Ellis and Soumya Sarkar – Oxford University Press
- Industrial marketing by Francis Cherunillam – Himalaya Publishing House
- Digital Marketing by Vandana Ahuja – Oxford University Press