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ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



BENGALURU  
CITY UNIVERSITY

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.  
PhNo.080-22131385, E-mail: registrarbcu@gmail.com

No.BCU/BoS/Commerce (UG)/ 08 /2023-24

Date: 25.04.2023.

**NOTIFICATION**

Sub: IV Semester BA Marketing Syllabus of Bengaluru City University-reg.

Ref: 1. University Notification No. BCU/BoS/Commerce (UG)/216/2022-23  
dated: 21.09.2022.

2. University Notification No.BCU/BoS/Commerce (UG)/312/2022-23  
dated: 23.11.2022.

3. Recommendations of the BoS Chairman in Commerce (UG)

4. Approval of the Vice-Chancellor dated:24.04.2023.

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In pursuance to the recommendations of the Chairman BoS in Commerce (UG) and approval of the Vice-Chancellor cited at reference (3 & 4) above, the IV Semester BA Marketing Syllabus of Bengaluru City University effective from the academic year 2022-23, is hereby notified for information of the concerned.

The copy of the Syllabus is notified in the University Website: [www.bcu.ac.in](http://www.bcu.ac.in) for information of the concerned.

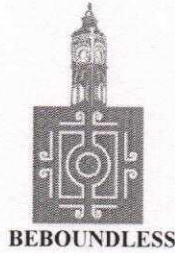
  
REGISTRAR

To:

1. The Registrar (Evaluation), Bengaluru City University, Bengaluru.
2. The Principal, Indian Institute of Psychology and Research (IIPR), St. Anthony's Friary, #85, Hosur Road, Bengaluru-560095. [contact@iipr.in](mailto:contact@iipr.in)

Copy to;

1. The Dean, Faculty of Commerce, BCU.
2. The Chairman & Members of BoS in Commerce (UG) , BCU.
3. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
4. Office copy / Guard file / University Website: [www.bcu.ac.in](http://www.bcu.ac.in)



# **BENGALURU CITY UNIVERSITY**

**CHOICE BASED CREDIT SYSTEM**

**(Semester Scheme with Multiple Entry and Exit Options for Under  
Graduate Course — as per NEP 2020)**

**Syllabus for BA Marketing  
IV Semester**

**2022 – 23 onwards**

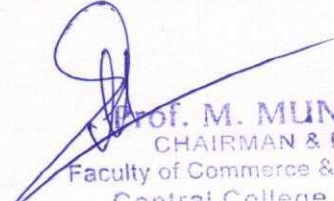
  
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CHAIRMAN & DEAN  
Faculty of Commerce & Management  
Central College Campus  
Bengaluru Central University  
BENGALURU - 560 001

**B.A MARKETING**

Proposed Scheme of Teaching and Evaluation for B.A (Basic/Hons) with Marketing as Major

SEMESTER – III : BA MARKETING								
S L	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Marketing - C5	Advertising & sales Promotion	DSC	3+0+0	60	40	100	3
2	Marketing - C6	Consumer Behaviour	DSC	3+0+0	60	40	100	3
3	Open Electives - Marketing	Business Environment	OEC	3+0+0	60	40	100	3
<b>SUB TOTAL</b>					<b>180</b>	<b>120</b>	<b>300</b>	<b>9</b>

SEMESTER – IV : BA Marketing								
S L	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Marketing - C7	Rural Marketing	DSC	3+0+0	60	40	100	3
2	Marketing - C8	Legal Aspects of Marketing	DSC	3+0+0	60	40	100	3
3	Open Electives - Marketing	Any one of the following : 1. Digital Marketing 2. Advertising Skills	OEC	3+0+0	60	40	100	3
<b>SUB TOTAL</b>					<b>180</b>	<b>120</b>	<b>300</b>	<b>9</b>

  
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**BA (Hons) Marketing**  
**Semester 3**

Name of the Program: BA Marketing		
Course Title : DSC 3.5 Advertising and Sales Promotion		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	42 Hours
<b>Pedagogy:</b> Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will demonstrate		
a) Understand the concepts and functions of Advertising.		
b) Understand the creative aspects of Advertising.		
c) Analysis of types of media and impact.		
d) Ability to understand sales promotion and schemes.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: COMMUNICATION PROCESS</b>		<b>10</b>
<b>Communication Process:</b> Meaning, definition, elements of communication, role and importance of communication, Basic communication process, Encoding and decoding of message, media, audience, feedback, and noise.		
<b>Module No. 2: ADVERTISING AND COMMUNICATION MIX</b>		<b>12</b>
<b>Advertising and Communication mix:</b> Different advertising functions; Types of advertising: Economic aspects of advertising; Advertising process -an overview; Setting advertising objectives and budget. <b>Creative Aspects of Advertising:</b> Advertising appeals, copywriting, headlines, illustration, message, copy types; Campaign planning.		
<b>Module No. 3: ADVERTISING MEDIA AND IMPACT</b>		<b>8</b>
<b>Advertising Media:</b> Different types of media; Media planning and scheduling; factors affecting advertising, benefits and costs involved in advertising ; <b>Impact of Advertising:</b> Advertising agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising.		
<b>Module No. 4: SALES PROMOTION AND SCHEMES</b>		<b>12</b>
<b>Sales promotion:</b> Meaning, nature, and functions; benefits and importance of sales promotion, Limitation of sales promotion; Types of sales promotion schemes; Consumer and trade. <b>Sales Promotion Schemes:</b> Sampling; Coupon; Price off; Premium plan; consumer contests and sweepstakes; POP displays; Demonstration; Trade fairs and exhibitions; Sales promotion techniques and sales force.		
<b>Text Books:</b>		
1. Aaker, David and Myers John G., et.al: Advertising Management; Prentice Hall of India, New Delhi.		
2. Border W.H: Advertising; John Wiley, NY.		
3. Ogilvy D.: Ogilvy on Advertising; Longman Publication.		
4. Aakar Daind A Ratra Rainou Muare G Advertising Management: Prentice Hall of India New Delhi		
5. Pankhuri Bhagat, Advertising and Sales Promotion, SBPD Publishing House, Agra		

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Name of the Program: BA Marketing		
Course Title : DSC 3.6 Consumer Behaviour		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	42 Hours
<b>Pedagogy:</b> Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will demonstrate		
a) Understand the basic issues and knowledge of consumer behaviour.		
b) Understand the consumer perception.		
c) Analysis the environmental determinations of consumers.		
d) Ability to understand decision ion making process		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO CONSUMER BEHAVIOUR</b>		<b>8</b>
Consumer Behaviour: Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour-interdisciplinary approach. Introduction to 'Industrial Buying Behaviour", Market Segmentation: VALS 2 segmentation profile.		
<b>Module No. 2: CONSUMER MOTIVATION, PERCEPTIONS AND ATTITUDE</b>		<b>12</b>
<b>Consumer Needs &amp; Motivation:</b> Characteristics of motivation, arousal of motives. Theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory. Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement.		
<b>Personality &amp; Consumer Behaviour:</b> Importance of personality, theories of personality Freudian theory, Jungian theory ,Neo Freudian theory, Trait Theory: Theory of self-images; Role of self-consciousness. <b>Consumer Perception:</b> Concept of absolute threshold limit, differential threshold limit & subliminal perception: Perceptual Process: selection, organisation & interpretation. Learning & Consumer Involvement: Importance of learning on consumer behaviour, learning theories: classical conditioning, instrumental conditioning, cognitive learning & involvement theory.		
<b>Consumer Attitudes:</b> Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory.		
<b>Module No. 3: DETERMINANTS OF CONSUMER BEHAVIOUR</b>		<b>10</b>
<b>Group Dynamics &amp; consumer reference groups:</b> Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups. <b>Family &amp; Consumer Behaviour:</b> Consumer socialisation process, consumer roles within a family, purchase influences and role played by children, family life cycle. <b>Social Class &amp; Consumer behaviour:</b> Determinants of social class, measuring & characteristics of social class. <b>Culture &amp; Consumer Behaviour:</b> Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences. <b>Opinion Leadership Process:</b> Characteristics & needs of opinion leaders & opinion receivers interpersonal flow of communication.		
<b>Module No. 4: INNOVATION AND DECISION MAKING PROCESS</b>		<b>12</b>
<b>Diffusion of Innovation:</b> Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process. <b>Consumer Decision making process: Process-</b> problem recognition, pre-purchase search influences, information evaluation, purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post purchase evaluation; Situational Influences Models of Consumer Decision making: Nicosia Model, Howard-Sheth Model, Howard Sheth Family Decision Making Model, Engel, Kollat& Blackwell Model, Sheth Newman Gross Model of Consumer Values.		

**Text Books:**

1. Leon G. Schiffman & Leslie L. Kanuk: Consumer Behaviour, Prentice Hall publications, latest edition, latest Edition
2. Solomon, M.R.: Consumer Behaviour - Buying, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behaviour - Building Marketing Strategy, Tata McGraw Hill.
5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson.
6. H.R. Appannaiah & Ramanath H.R. Consumer Behaviour , HPH

Name of the Program: BA (Hons) Marketing		
Course Title : OEC 3.3.1 Business Environment		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	42 Hours
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes:</b> On successful completion Student will demonstrate		
a) An Understanding of components of the business environment.		
b) Ability to analyse the environmental factors influencing business organisation.		
c) Ability to demonstrate Competitive structure analysis for select industries.		
d) Ability to explain the impact of fiscal policy and monetary policy on business.		
e) Ability to analyse the impact of economic environmental factors on business.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO BUSINESS ENVIRONMENT</b>		<b>10</b>
Meaning of business, scope and objectives Business, business environment, Micro and Macro Environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.		
<b>Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT</b>		<b>8</b>
<b>Government Functions</b> of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business.		
<b>Legal environment</b> - Various laws affecting Indian businesses		
<b>Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT</b>		<b>12</b>
<b>An overview of the economic environment</b> , nature of the economy, structure of economy, factors affecting economic environment.		
<b>Globalisation of business</b> ; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..		
<b>Module No. 4: TECHNOLOGICAL &amp; NATURAL ENVIRONMENT</b>		<b>12</b>
<b>Technological Environment</b> :Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology. <b>Natural Environment: Meaning</b> and nature of the physical environment. Impact of Natural environment on business.		
<b>Skill Developments Activities:</b>		
a) List out key features of recent Monetary policy published by RBI impacting businesses.		
b) Give your observation as to how technology has helped society.		
c) Draft Five Forces Model for Imaginary business.		
d) Identify the benefits of Digital transformation in India.		

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**Text Books:**

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary.
8. Business Environment by Francis Cherrinulam
9. Business Environment by Dr. Rama Krishna Naik , Kavya R , Tamil Selvan V - VBH

**Note: Latest edition of textbooks may be used.**

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**BA (Hons) Marketing**  
**Semester 4**

<b>Name of the Program: BA Marketing</b>		
<b>Course Title : DSC 4.7 Rural Marketing</b>		
<b>Course Credit</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hours</b>	<b>42 Hours</b>
<b>Pedagogy:</b> Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will demonstrate a) Describe the importance and application of various concepts of rural marketing. b) Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers buying behaviour. c) Design a Pricing strategy that suits the characteristics of rural products and the stages in the product life cycle, formulate the appropriate marketing communication and rural distribution. d) Appraise the recent trends in rural marketing and the applications of digital technology in rural marketing.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO RURAL MARKETING</b>		<b>10</b>
<b>Introduction to Rural Marketing</b> , Nature and Scope of Rural Marketing, Importance of Rural Marketing, Rural vs. Urban Markets, Concepts and Classification of Rural Markets, Rural Marketing Environment, Rise of Rural Communication		
<b>Module No. 2: RURAL CONSUMER BEHAVIOR</b>		<b>8</b>
<b>Consumer Buying Behaviour in Rural Marketing</b> , Factors Affecting Consumer Behaviour, Market Segmentation, Bases for Segmenting Rural Consumer Markets.		
<b>Module No. 3: RURAL PRODUCT ,PRICING, PROMOTION AND PHYSICAL DISTRIBUTION STRATEGY (4P'S)</b>		<b>12</b>
<b>Rural Product:</b> Rural Product Classification, Product Life Cycle, Product Life Cycle Strategies in Rural Markets, New Product Development in Rural Markets, Branding for Rural Markets. <b>Pricing for Rural Markets:</b> Factors and Strategies. <b>Wholesaling and Retailing in the Rural Market:</b> Rural Mobile Traders, Rural Distribution Models – FMCG Companies, Durable Companies, Service Organizations, Emerging Distribution Models. <b>Rural Communication Strategy:</b> Challenges in Rural Communication, Creating Promotion Mix for Rural Audiences – Advertisement, Sales Promotion and Publicity, Future is Bright.		
<b>Module No. 4: TRENDS IN RURAL MARKETING</b>		<b>12</b>
<b>Digitalizing Rural India:</b> Online Marketing Reach in the Rural Market, Recent Trends in Packing, Labelling, Grading, Transporting, Order Processing, Payment Methods, Storage and Warehousing. Corporate Farming – Meaning only. ITC e-Choupal, TARAhatt, EID Parry's India Agriline		
<b>Skill Developments Activities:</b> a) Prepare a Product Life Cycle for a rural product. b) Select a Rural Product and conduct a Consumer Satisfaction Survey c) Prepare an advertisement copy for a rural product. d) Visit an APMC Yard/Mandis and prepare a report on anyone's agri product pricing.		
<b>Text Books:</b> 1. Rural Marketing , Dr.Ravindranath Badi and Dr. N.V Badi, HPH Pvt.Ltd. 2. Rural and Agricultural Marketing, Dr.Ravindranath Badi and Dr. N.V. Badi, King's Books 3. Rural Marketing:Environmental Problems and Strategies, T.P Goplalaswamy, Vikas Publications. 4. Cultural Integrity and society, Dr.R.V.Badi, HPH Pvt.Ltd 5. Business Ethics, Dr.R.V. Badi, Dr. N.V. Badi, Vrinda publications. 6. Business Perspectives, Dr.R.V.Badi, Dr.N.V.Badi, Vrinda Publications.		

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Name of the Program: BA Marketing		
Course Title : DSC 4.8 Legal Aspects of Marketing		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	42 Hours
<b>Pedagogy:</b> Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will demonstrate		
a) Understand the concepts and functions of Marketing Law.		
b) Understand the consumer protection law		
c) Design Indian laws for pricing regulations of products, laws influencing channel arrangement and product packaging.		
d) Ability to understand E marketing legislation.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MARKETING AND LAW</b>		<b>12</b>
<b>Marketing Decisions</b> Within the Legal Framework , General Principles of Law , Types and Levels of Law , Laws and Marketing, Marketing Process ,Transaction—A Legal Relationship ,Marketing Mix and Legal Obligations, Marketing Strategies and Legal Framework, Legal System in India . Indian Laws in Marketing—Overview		
<b>Module No. 2: CONSUMER PROTECTION LAW , TRADE PRACTICES AND COMPETITION</b>		<b>10</b>
<b>Consumer Movement</b> , International Scenario , Consumer Rights in India , Consumer Protection Law , Cases: Consumer Protection, Deceptive (Unfair) Trade Practices ,Restrictive and Anti-competitive Trade Practices , Counterfeiting , Indian Laws.		
<b>Module No. 3: PRODUCT, PRICING, PROMOTION, PHYSICAL DISTRIBUTION ( 4 P'S)</b>		<b>12</b>
<b>Product Development</b> , IPR—An Intellectual Capital , Indian IPR Scenario , Global Vs Indian IPR Landscape , IPR—Indian Legal Framework. <b>Pricing</b> —A Key Element in Marketing Mix , Pricing Decisions—Legal Aspects , Indian Laws for Pricing Regulations. Product promotion advertising -Regulatory Measures—Objectives , Unfair Trade Practices in Advertising , Legal Framework in India , Advertising Guidelines by SEBI , Self-regulation in Advertising— through ASCI. <b>Physical distribution</b> - Channel , Types of Arrangement , Legal Issues in Channel Management, Laws Influencing Channel Arrangement , Franchising—Legal Framework, Warehousing , Acts Licenses , Transportation, Carrier and other Acts, Documentation. <b>Product packaging</b> - Basic Functions, Unfair Practices , Legal Requirements , Guidelines for Exports.		
<b>Module No. 4: E MARKETING LEGISLATION AND MARKETING ABUSES</b>		<b>8</b>
<b>e-Marketing</b> Legal Issues Legal Frame-work in India, overview of Business Ethics Marketing Actions with Ethical Questions , Unethical Marketing Practices.		
Text Books:		
1. Legal Aspects of Marketing in India , V.V. Sople, New age International Publishers.		
2. Legal Aspects of Marketing and Sales ,Don Mayer,Daniel Warner, Saylor Foundation		
3. Legal Aspect of Business , Akhileshwar pathak,		
4. legal Aspects & Intellectual property Rights , Cynthia Menezes Prabu		
5. E-Marketing , Sushila Madan.		

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<b>Name of the Program: BA Marketing</b>		
<b>Course Title : OEC 4.3.1 Digital Marketing</b>		
<b>Course Credit</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hours</b>	<b>42 Hours</b>
<b>Pedagogy:</b> Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will demonstrate		
a) Understand the concepts and functions of Digital marketing.		
b) Understand the concept of SEO and SEM		
c) Analysis of conversions		
d) Ability to understand social media marketing and measurements		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO DIGITAL MARKETING</b>		<b>12</b>
Meaning and Importance of Digital Marketing , Digital Marketing Platforms, Changing Trends in Digital Marketing Area		
<b>Module No. 2: SEARCH ENGINE OPTIMIZATION(SEO) and SEARCH ENGINE MARKETING(SEM)</b>		<b>10</b>
<b>SEO :</b> Meaning of SEO, Trends in SEO Different kinds of Traffic on and off Page Optimization(OPO), Linking Strategies, Computer Analysis.		
<b>SEM :</b> Introduction to SEM Platforms, Paid Platforms, Introduction to Google AdWords Campaign Creation process, Demographic Targeting		
<b>Module No. 3: CONVERSIONS</b>		<b>8</b>
Types of Conversions, Conversion Tracking, Optimizing Conversions, Track Offline Conversions, Analysing Conversion Data		
<b>Module No. 4: SOCIAL MEDIA MARKETING AND MEASUREMENTS</b>		<b>12</b>
Social Media Marketing, Meaning, Importance Creation, Streaming and Measuring of Mobile Ads, YouTube Advertising, BING AdCenter, Facebook Marketing, Linkedin Marketing, Content marketing, Email Marketing, Social Media Marketing, Facebook Marketing. Evolution of Online Communities, Viralness.		
Social Media Measurement, The ROI in Social Media Marketing, Tools and Dashboards, Reputation and Crisis Management.		
<b>Text Books:</b>		
1. Rama krishna Naik, Mohammed Khizerulla, Ashraf Unnisa , Digital Marketing , Vision Book House		
2. Jan Zimmerman and Doug Sahlin , Social Media All-in-One for Dummies		
3. Vandana Ahuja , Digital Marketing		
4. Seema Gupta , Digital Marketing		

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