

ಬೆಂಗಳೂರು
ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



BENGALURU
CITY UNIVERSITY

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.
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No.BCU/BoS/Commerce (UG)/39/2022-23

Date: 23.11.2022.

NOTIFICATION

Sub: III 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. Recommendations of the BoS Chairman in Commerce (UG)

3. Approval of the Vice-Chancellor dated:21.09.2022.

In pursuance to the recommendations of the Chairman BoS in Commerce (UG) and approval of the Vice-Chancellor cited at reference (2 & 3) above, the III 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 for information of the concerned.

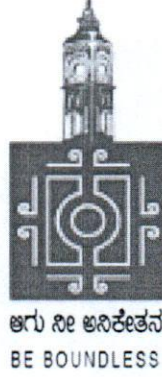

REGISTRAR

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

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



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

III Semester

2022-23 onwards

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	Categor y 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
SUB TOTAL					180	120	300	9

SEMESTER – IV : BA Marketing								
S L	Course Code	Title of the Course	Categor y 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
SUB TOTAL					180	120	300	9

Approved
Prof. M. mini raju
B.O.S. Chairman
B.C.U.

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
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: 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.		
Syllabus:		Hours
Module No. 1: COMMUNICATION PROCESS		10
Communication Process: Meaning, definition, elements of communication, role and importance of communication, Basic communication process, Encoding and decoding of message, media, audience, feedback, and noise.		
Module No. 2: ADVERTISING AND COMMUNICATION MIX		12
Advertising and Communication mix: Different advertising functions; Types of advertising; Economic aspects of advertising; Advertising process -an overview; Setting advertising objectives and budget. Creative Aspects of Advertising: Advertising appeals, copywriting, headlines, illustration, message, copy types; Campaign planning.		
Module No. 3: ADVERTISING MEDIA AND IMPACT		8
Advertising Media: Different types of media; Media planning and scheduling; factors affecting advertising, benefits and costs involved in advertising ; Impact of Advertising: Advertising agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising.		
Module No. 4: SALES PROMOTION AND SCHEMES		12
Sales promotion: Meaning, nature, and functions; benefits and importance of sales promotion, Limitation of sales promotion; Types of sales promotion schemes; Consumer and trade,. Sales Promotion Schemes: Sampling; Coupon; Price off; Premium plan; consumer contests and sweepstakes; POP displays; Demonstration; Trade fairs and exhibitions; Sales promotion techniques and sales force.		
Text Books: 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		

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
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: 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 making process		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO CONSUMER BEHAVIOUR		8
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.		
Module No. 2: CONSUMER MOTIVATION, PERCEPTIONS AND ATTITUDE		12
Consumer Needs & Motivation: 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. Personality & Consumer Behaviour: Importance of personality, theories of personality Freudian theory, Jungian theory, Neo Freudian theory, Trait Theory: Theory of self-images; Role of self-consciousness. Consumer Perception: 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. Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory.		
Module No. 3: DETERMINANTS OF CONSUMER BEHAVIOUR		10
Group Dynamics & consumer reference groups: Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups. Family & Consumer Behaviour: Consumer socialisation process, consumer roles within a family, purchase influences and role played by children, family life cycle. Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class. Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers interpersonal flow of communication.		
Module No. 4: INNOVATION AND DECISION MAKING PROCESS		12
Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process. Consumer Decision making process: Process- 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
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: 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.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO BUSINESS ENVIRONMENT		10
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.		
Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT		8
Government Functions 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. Legal environment - Various laws affecting Indian businesses		
Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT		12
An overview of the economic environment , nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business ; 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..		
Module No. 4: TECHNOLOGICAL & NATURAL ENVIRONMENT		12
Technological Environment :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. Natural Environment: Meaning and nature of the physical environment. Impact of Natural environment on business.		
Skill Developments Activities: 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.		

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.