



# GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Post Graduation Diploma in Digital Marketing

Semester: 1

Subject Name: Basics of Marketing

Subject Code: 2517601

## Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	
L	T	P		C	Theory		Practical		
					ESE (E)	PA(M)	ESE (V)		PA (I)
3	0	0	3	50	0	0	50	100	

## Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	<b>Overview of Marketing</b> <ul style="list-style-type: none"> <li>Meaning and definition of marketing;</li> <li>Understanding the marketplace and customer needs (customer needs, wants, and demand, market offerings-products, services, experience, customer value and satisfaction, exchange and relationship);</li> <li>Marketing orientation: the production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept; Managing customer relationships and capturing customer value</li> </ul>	10	15
2	<b>Marketing Mix</b> <ul style="list-style-type: none"> <li>Marketing Environment</li> <li>Marketing Mix</li> <li>Consumer buyer behavior</li> <li>Business buyer behavior</li> <li>Segmentation, Targeting and Positioning</li> </ul>	08	12
3	<b>Marketing Information</b> <ul style="list-style-type: none"> <li>Managing Marketing information</li> <li>Introduction of marketing information; Marketing Information System; Assessing Information Needs; Developing marketing information: internal databases, Marketing intelligence, research, analyzing and using information Marketing Research Process.</li> </ul>	10	15
4	Case Study / Assignment / Presentation /Quiz / Group Discussion / Viva	03	08
	<b>Total Hours/Marks:</b>	<b>30</b>	<b>50</b>



**Suggested Student Activities:**

**Presentation techniques:**

- Case Study
- Assignment
- Presentation
- Quiz
- Group Discussion
- Viva

**Suggested Learning Resources:**

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Principles of marketing.	Kotler, P., & Armstrong, G. (2010).	Pearson education. : 2010
2	Marketing management: Global edition.	Kotler, P., & Keller, K. L. (2012)	Pearson education. : 2012