



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM01076011

Course / Subject Name : Basics of Marketing

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course (CC)

Prerequisite:	NA
Rationale:	The Basics of Marketing subject serves as a fundamental pillar in business education by equipping students with essential knowledge and skills to thrive in today's dynamic marketplace. Through this subject, students gain insights into customer behavior, brand management, strategic planning, and digital marketing, fostering the development of analytical thinking and adaptability. By emphasizing ethical and sustainable practices, Basics of Marketing ensures that students not only understand the principles of effective marketing but also appreciate the broader societal impact of their actions, preparing them to navigate the complexities of the modern business landscape with integrity and innovation.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
CO1	Understand key marketing concepts, including customer needs, marketing orientations, and the elements of the marketing mix.
CO2	Apply marketing knowledge to analyze consumer behavior, business buying behavior, and develop targeted marketing strategies.
CO3	Evaluate the impact of marketing environment factors, demonstrate proficiency in marketing information management, and outline the steps of the marketing research process.

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
4	0	0	4	50	0	50	0	100



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Course Content:

Unit No.	Content	No. of Hours	Weightage
1.	Overview of Marketing <ul style="list-style-type: none">• Meaning and definition of marketing;• Understanding the marketplace and customer needs (customer needs, wants, and demand, market offerings-products, services, experience, customer value and satisfaction, exchange and relationship);• 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	15	18
2.	Marketing Mix <ul style="list-style-type: none">• Marketing Environment• Marketing Mix• Consumer buyer behavior• Business buyer behavior• Segmentation, Targeting and Positioning	15	15
3.	Marketing Information <ul style="list-style-type: none">• Managing Marketing information• 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.	15	17
4.	Application Based: Case Study / Assignment / Presentation / Quiz / Group Discussion / Viva	15	-
	Total Hours/Marks:	60	50

Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)
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			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	15	00	07	04	00	00	00	11
II	Module-2	15	00	08	12	00	00	00	20
III	Module-3	15	00	00	07	12	00	00	19
	Total	45	00	15	23	12	00	00	50

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

References/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

Presentation techniques:

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