

GUJARAT UNIVERSITY

Syllabus for B. A., B. Com. and B. Sc. Programmes Based on National Education Policy-2020

SEMESTER – IV

Skill Enhancement Courses

SEC-EMC-246: Essential Marketing Communication (With Effect from Academic Year 2024-2025)

Andragogy: Classroom Lectures, In-Class Activities and Group Discussions, Role-Plays, Skill-based Practical Exercises, etc.

Learning Objectives: This syllabus is designed:

- To help students in grasping the fundamental principles of marketing communication and the role of communication in marketing strategies.
- To acquaint students with various marketing communication tools.
- To familiarize students with integrating different communication channels to create a cohesive marketing strategy.
- To assist students in comprehending the impact of digital technology on marketing communication and explore current trends in social media, content marketing and influencer marketing.

Learning Outcomes: On successful completion of the syllabus, the students will be able:

- To understand the importance of essential marketing communication and acquire its basic knowledge.
- To grasp and apply current digital marketing tools, trends and strategies to achieve business goals
- To apply theoretical knowledge to real-world marketing communication challenges, demonstrating critical thinking and problem-solving skills.
- To enable students to utilize various marketing channels (digital, social media, traditional etc.) effectively and develop and execute marketing campaigns.

UNIT- I

Understanding Marketing Communication

1. Modern Marketing Concept:

- (a) Introduction
- (b) Customer-Centric Approach
- (c) Targeted Marketing
- (d) Data-Driven Decisions
- (e) Multichannel Approach for Advertising
- (f) Long-Term Customer Relationships
- (g) Enhanced Engagement

2. Types of Marketing:

- (a) Traditional Marketing
- (b) Digital Marketing
- (c) Social Media Marketing
- (d) Search Engine Marketing
- (e) Affiliate Marketing
- (f) Guerrilla Marketing
- (g) Influencer Marketing

3. Introduction to Marketing Communication (Marcom):

- (a) Introduction
- (b) Meaning of **Marcom**
- (c) Role of **Marcom** in Marketing Process
- (d) One Voice Communication
- (e) Marketing Communication
- (f) Introduction to **Marcom** tools - Advertising and Sales Promotion
- (g) Public Relations and Event Sponsorship

4. Marketing Communication Process:

- (a) Introduction - Source, Message and Channel Factors
- (b) AIDA Communication Model
- (c) Hierarchy of Effect Model
- (d) Innovation Adoption Model
- (e) Information Processing Model
- (f) The Elaboration Likelihood (ELM) Model
- (g) The Foote, Cone and Belding (FCB) Model

5. Planning for Marketing Communication (Marcom):

- (a) Introduction
- (b) Objectives of Marcom - Communicate, Compete, and Convince.
- (c) Creating Preference for the Product
- (d) Shortening the Sales Cycle
- (e) Clarifying Customer Needs
- (f) Increasing Brand Awareness
- (g) Setting Objectives through DAGMAR Approach

6. Developing Marketing Communication Programme:

- (a) Introduction
- (b) Planning of Creative Marcom
- (c) Creative Strategies in Publicity
- (d) Implementation and Evaluation of Marcom
- (e) Types of Appeals and Execution Styles
- (f) Media Planning and Selection Decisions
- (g) Evaluation of Promotional Tools

UNIT- II

Understanding Digital Marketing

1. Concept of Digital Marketing:

- (a) Introduction
- (b) Definition and Scope of Digital Marketing
- (c) Importance of Digital Marketing
- (d) Conventional v/s Digital Marketing
- (e) Digital Marketing Channels
- (f) Digital Marketing Process
- (g) Trends and Innovations

2. Digital Communication:

- (a) Introduction
- (b) The Role of Technology in Communication
- (c) Understanding Digital Platforms
- (d) Social Media and Communication Styles
- (e) Digital Etiquettes
- (f) Ethical Considerations in Digital Communication
- (g) Critical Media Literacy

3. Communication Channels of Digital Marketing:

- (a) Email
- (b) Social Media
- (c) Search Engines
- (d) Websites
- (e) Banner Ads
- (f) Mobile Apps
- (g) Online Videos

4. Digital Sales Promotion:

- (a) Introduction
- (b) Meaning of Digital Sales Promotion
- (c) Importance of Digital Sales Promotion
- (d) Objectives of Digital Sales Promotion
- (e) Digital Selling Steps – Process, Prospecting, Preparation, Presentation
- (f) Digital Sales Techniques
- (g) Role of Public Relations

5. Digital Marketing Strategies:

- (a) Introduction
- (b) Developing a Digital Marketing Strategy
- (c) Search Engine Optimization (SEO)
- (d) Webinars and Online Events
- (e) Mobile Marketing
- (f) Pay-Per-Click (PPC) Advertising
- (g) Cross-channel Marketing Strategies

6. Emerging Trends in Digital Marketing:

- (a) Influencer Marketing
- (b) Voice Search and AI in Marketing
- (c) Augmented Reality (AR) and Virtual Reality (VR)
- (d) Omni-channel Marketing
- (e) Account-Based Marketing (ABM)
- (f) Content Experience and Interactive Content
- (g) Ethical Considerations in Digital Marketing

Modes of Evaluation

1. Continuous and Comprehensive Evaluation (CCE) - (25Marks)

(A) Attendance: 05 Marks

(B) Assignment: 05 Marks

(C) Mid-Term Evaluation: 15 Marks

After completion of the syllabus, the faculty member will conduct mid-term evaluation. The concerned faculty member will decide the mode of mid-term evaluation from the following:

❖ **MCQ Based Examination** (Online/Offline)

(15 MCQs of one mark each, Time Duration: 15 Minutes)

(OR)

❖ **Any one from the following:**

- Open Book Exam
- Practical Exam
- Essay/Article Writing
- Quizzes (On/Offline)
- Objective Test
- Class Assignment
- Research/Dissertation
- Case Studies
- Report Writing
- Interviews
- Poster Presentation
- Seminar
- Paper Presentation
- Viva Voce/Oral

(OR)

❖ **Descriptive Examination** (Time Duration: 45 Minutes)

Note: Structure of the Question Paper for Descriptive Examination

(Time Duration: 45 Minutes, Marks: 15)

Q –1. Briefly discuss any ONE of the following: (out of three) 8
(From Unit-I)

Q – 2. Briefly discuss any ONE of the following: (out of three) 7
(From Unit-II)

2. Semester End Evaluation (SEE) – (25 Marks)

Modes of Evaluation	Maximum Marks	Minimum Passing Marks
CCE	25	09
SEE	25	09

Total No. of Teaching Hours: 30 Hours

Unit – I: 15 Hours

Unit – II: 15 Hours

Credit Distribution:

Total Credits: 02 Credits

Lecture: 1 Credit (Lecture 1= One Hour)

Practical: 1 Credit (Practical 2= Two Hours)

Notes:

- One Hour of Lecture is equal to 1 Credit per week.
- Two Hours of Practical is equal to 1 Credit per week.
- Practical Classes may be conducted in the Classroom/Language Lab/ Business Lab/Computer Lab depending on the requirement.
- For Practical Classes, one batch size of students (per teacher) will be as per the rules of Gujarat University.

Acronyms Expanded:

- **L+P:** Lecture +Practical
- **SEC:** Skill Enhancement Courses
- **CCE:** Continuous and Comprehensive Evaluation
- **SEE:** Semester End Evaluation

➤ **Recommended Reading:**

1. Marketing Management – Rajan Saxena, McGraw Hill Education India
2. Essentials of Marketing – Manmohan Joshi, Orient BlackSwan
3. Communicating in Business – R.K. Khandekar, Vikas Publishing House
4. Integrated Marketing Communication –A. K. Ramesh, Oxford University Press
5. Marketing Communication: An Asian Perspective – Rajendra Nargundkar, McGraw Hill Education
6. Marketing Communication – S. K. Shailesh, Oxford University Press
7. Winning in the Digital Age: How to Succeed in a Disruptive World – Saurabh Mukherjee, Penguin Random House India

➤ **Recommended E-Content:**

English GUETA Website/English GUETA App/ English GUETA YouTube channel

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Paper Style for Semester End Evaluation

B. A., B. Com. and B. Sc., Semester – IV (NEP)

Skill Enhancement Courses

SEC-EMC-246: Essential Marketing Communication

(With Effect from Academic Year 2024-2025)

Time: 1 Hour

Marks: 25

Q –1. Briefly discuss any ONE of the following: (out of three) 10

- (A) General Question
- (B) General Question
- (C) General Question

(From Unit-I)

Q – 2. Briefly discuss any ONE of the following: (out of three) 10

- (A) General Question
- (B) General Question
- (C) General Question

(From Unit-II)

Q – 3. Choose the correct option: 05

Notes: (1) Any 5 MCQs out of 8 from Unit-I&II)

(2) 4 MCQs to be asked from each unit

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Model Question Paper for Semester End Evaluation

B. A., B. Com. and B. Sc., Semester – IV (NEP)

Skill Enhancement Courses

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(With Effect from Academic Year 2024-2025)

Time: 1 Hour

Marks: 25

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- પ્રશ્ન – 1. નીચેનામાંથી કોઈપણ એક પર ટૂંકમાં ચર્ચા કરો: 10
- (A) આધુનિક માર્કેટિંગ ખ્યાલ
(B) માર્કેટિંગના પ્રકારો
(C) માર્કેટિંગ કોમ્યુનિકેશન (માર્કોમ) માટેનું આયોજન
- પ્રશ્ન – 2. નીચેનામાંથી કોઈપણ એક પર ટૂંકમાં ચર્ચા કરો: 10
- (A) ડિજિટલ માર્કેટિંગનો ખ્યાલ
(B) ડિજિટલ માર્કેટિંગની કોમ્યુનિકેશન ચેનલ્સ
(C) ડિજિટલ માર્કેટિંગ વ્યૂહરચનાઓ
- પ્રશ્ન – 3. સાચો વિકલ્પ પસંદ કરો: (કોઈપણ પાંચ) 05
1. માર્કેટિંગ સંચારનો મુખ્ય ઉદ્દેશ શું છે?
- (a) વેચાણ વધારવું
(b) બ્રાન્ડનો જાગરુકતા બનાવવી
(c) ગ્રાહક સંબંધો બનાવવાં
(d) ઉપર જણાવેલ બધું
2. જાહેરાતનો મુખ્ય ઉદ્દેશ શું છે?
- (a) બ્રાન્ડ જ્ઞાનમાં વધારો કરવો
(b) ખર્ચ ઘટાડવો
(c) કર્મચારી સંતોષમાં સુધારો કરવો
(d) બજાર સંશોધન કરવું
3. ટૂંકાક્ષર Marcomનો અર્થ શું છે?
- (a) Marketing and Communication (માર્કેટિંગ અને સંચાર)
(b) Market Communication (માર્કેટ સંચાર)
(c) Marketing Communications (માર્કેટિંગ સંચાર)
(d) Marketing Community (માર્કેટિંગ સમુદાય)

4. નીચેના પૈકી કયું ભાવની વ્યૂહરચના (Pricing Strategy) છે?

- (a) ખર્ચ-ઉપર ભાવનું નિર્ધારણ
- (b) બજાર સંશોધન
- (c) ગ્રાહક સેવા
- (d) બ્રાન્ડિંગ

(5) પ્રોફેશનલ નેટવર્કિંગ માટે મુખ્યત્વે કયા પ્લેટફોર્મનો ઉપયોગ થાય છે?

- (a) Facebook ફેસબુક
- (b) Instagram ઇન્સ્ટાગ્રામ
- (c) LinkedIn લિંકિડિન
- (d) Twitter ટ્વિટર

(6) ડિજિટલ માર્કેટિંગનો મુખ્ય લાભ શું છે?

- (a) ઊંચા ખર્ચ
- (b) મર્યાદિત પહોંચ
- (c) રિયલ-ટાઈમ વિશ્લેષણ
- (d) ગ્રાહકો સાથે ઓછો વર્તાપાલ કરવો

7. નીચેનામાંથી કઈ ડિજિટલ માર્કેટિંગની ચેનલ નથી?

- (a) ઈમેલ
- (b) સોશિયલ મીડિયા
- (c) શોધ એન્જીન
- (d) હોર્ડિંગ્સ

8. નીચેનામાંથી કયું સોશિયલ મીડિયા પ્લેટફોર્મ નથી?

- (a) Pinterest
- (b) Google Ads
- (c) Twitter
- (d) Facebook

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Model Question Paper for Semester End Evaluation

B. A., B. Com. and B. Sc., Semester – IV (NEP)

Skill Enhancement Courses

SEC-EMC-246: Essential Marketing Communication
(With Effect from Academic Year 2024-2025)

Time: 1 Hour

Marks: 25

Q – 1. Briefly discuss any ONE of the following: 10

- (A) Modern Marketing Concept
- (B) Types of Marketing
- (C) Planning for Marketing Communication (Marcom)

Q – 2. Briefly discuss any ONE of the following: 10

- (A) Concept of Digital Marketing
- (B) Communication Channels of Digital Marketing
- (C) Digital Marketing Strategies

Q – 3. Choose the correct option: (Any five) 05

(1) What is the primary goal of marketing communication?

- (a) To increase sales
- (b) To create brand awareness
- (c) To build customer relationships
- (d) All of the above

(2) What is the primary goal of advertising?

- (a) To increase brand awareness
- (b) To reduce costs
- (c) To improve employee satisfaction
- (d) To conduct market research

(3) What does the abbreviation **Marcom** stand for?

- (a) Marketing and Communication
- (b) Market Communication
- (c) Marketing Communications
- (d) Marketing Community

(4) Which of the following is a pricing strategy?

- (a) Cost-plus pricing
- (b) Market research
- (c) Customer service
- (d) Branding

- (5) Which platform is primarily used for professional networking?
- (a) Facebook
 - (b) Instagram
 - (c) LinkedIn
 - (d) Twitter
- (6) What is a key advantage of digital marketing?
- (a) High costs
 - (b) Limited reach
 - (c) Real-time analytics
 - (d) Less interaction with customers
- (7) Which of the following is not the Channels of Digital Marketing?
- (a) Email
 - (b) Social Media
 - (c) Search Engines
 - (d) Hoardings
- (8) Which of the following is not a social media platform?
- (a) Pinterest
 - (b) Google Ads
 - (c) Twitter
 - (d) Facebook
