Department of Management
Amrita Vishwa Vidyapeetham
Amritapuri

Course Title: Current Trends in Marketing

Course Code: MM635E

Credits: 03

Total Sessions: 24 sessions

Course Instructor: Satish Tampi

Contact Information: satishtampi@gmail.com

Course Link:

Office:

Office hours:

Course contributes mostly to: Employability/ Skill Development/ Value-add

Course Description

Marketing has come a long way since the initial days of Prof. Kotler. With the fast pace of change in Management thinking, advances in Technology, Information explosion, IoT and Disruptive Innovation, the field of Marketing has evolved. The changes in technology accompanied by shifts in customer preferences and lifestyle is resulting in companies adopting dynamic strategies to fit this volatile environment. This course aims at providing insights in the evolution of marketing as well as comprehensive understanding of the current trends shaping the marketing strategies of companies.

Course Objectives (COs)

1. To provide students with an understating of the evolution of marketing
2. To enlighten the audience with the current environment shaping marketing strategies
3. Presenting the relevant marketing strategies that firms are adopting
4. Developing analytical thinking acumen in students to analyse the business environment and
5. Creating and environment for students to appreciate the necessary tools that help create and capture value from the customer of the present day

Alignment of course objectives (CO) with learning goals (LG) of Assurance of Learning

LG / CO	Critical and integrative Thinking	Effective written and oral communication	Societal and Environmental Awareness	Ethical Reasoning	Leadership
CO1	1	0	3	1	3
CO2	2	1	2	3	1
CO3	3	2	3	2	3
CO4	3	3	2	3	3
CO5	2	2	3	3	3

Key: 3 – Highly relevant; 2 –Moderately relevant; 1 – Low relevance; 0- No relevance

Unit-wise scope for outcomes and Bloom's taxonomy

Bloom's Levels of Learning / CO	CO 1	CO 2	CO 3	CO 4	CO 5
Creating			X	X	X
Evaluating			X	X	
Analyzing		X	X	X	X
Applying			X		
Understanding	X	X	X	X	X
Remembering	X				X

Structure of the course

The course is structured to introduce current trends in marketing in the initial sessions. The next few sessions are dedicated to understanding the marketing environment and the marketing functions within an organization. The following module introduces the student to the first half of marketing ideas using PPT presentation. The final module addressing the second half of Marketing Ideas and analysis tools for business using some video clips. Case studies would be interwoven with each chapter.

Pedagogy

The class will be divided into 4 groups during the course of the first session. Reading material will be suggested

• There could be some course correction as we go along.

• A brief talk on the topic being covered. Digital media as an aid.

• After the first session, each session will have an assignment. Discussion on the assignment / case will be done by each Group.

• There will be a minor mid-term presentation – lasting 15 – 20 minutes each group

• The Course will end with a major end-term presentation, each lasting 1 hour for each Group.

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Assessment (Grading Policy: Relative)

S. no	Assessment exercise	Description	Weight
Group assessment			
1	Midterm group project	A minor mid-term presentation – lasting 15 – 20 minutes each group	20
2	End term group project	A major end-term presentation, each lasting 1 hour for each Group	20
3			
Individual Assessment			
1	End term exam		20
2	Quizzes	Announced and unannounced	20
3	Class participation		10
4	Attendance		10

Course Requirements

Academic dishonesty is any type of cheating that occurs in relation to a formal academic exercise. It can include Plagiarism means the adoption or reproduction of original creations of another author (person, collective, organization, community or other type of author, including anonymous authors) without due acknowledgment (reference and citation). In accordance with the University Code of Academic Misconduct, plagiarism in any form will result in an "F" for the component of course. Cheating on exams carries similar penalties.

Written Work: All written work for this class should be typed and grammatically and mathematically correct

Attendance: Attendance is expected. In the case of absence, you are responsible for all work assigned or due. Anyone who plans to miss a class should provide assignments prior to class. Students with less than 80% attendance will not be graded for the course.

Examination and Assignment Submission Policy: Students are expected to take the examinations and submit assignments as per the predetermined schedule. Missed examinations will never be given, unless there are convincing reasons.

Course Text
There is no specific text followed for this course. Customised readings will be provided for the sessions

Session Plan (please add rows and columns as per your course requirements)

SN NO	TOPIC	CLASS PREPARATION	POST-CLASS READING
1 and 2	Where we stand – The journey that has been	*Track changes at high level*	
3 -10	Trends and impact on 7P's of marketing	*Exploring each P at a specific in-depth level*	Assigned readings
11-12	Midterm assignment presentation		
13-18	Continuation of the 7Ps cases		Assigned content
19-20	Big Data and Analytics	*Applications of big data and analytics in marketing*	Readings for digital marketing
21-22	Digital and online marketing	The foundations and core applications	Readings for content and contextual marketing
23-24	Contextual and content marketing	*Basic principles and applications*	Readings on customer experience
25-26	Customer experience	*The role and importance of the "experience"*	
27-30	*End term presentations*		

Contribution to Placements
The course introduces the students to the latest trends in marketing which are practised by companies in real time. The case dockets aid in the enhancement of understanding the concepts. Companies seek individuals with updated and practical knowledge in the domain. This course develops on the foundations of marketing learnt through the MBA program and augments the overall value of the student. s