

DEPARTMENT OF BUSINESS ADMINISTRATION
VALUE ADDED COURSE
E-MARKETING

HOURS: 30

Course Outcomes:

At the end of the course, students will be able to:

- CO.1. Acquire the knowledge of E-Marketing and its usage towards Business.
- CO.2. Understanding about E-Customers and their Marketing Decision making process.
- CO.3. Knowing the tools of E-Marketing and its usage towards Business.
- CO.4. Enabling the importance of E-Marketing and E-Marketing mix.
- CO.5. Students can recognize the importance of E-Marketing with its Business Application.

UNIT I **6 hrs**

E-Marketing – Introduction and Meaning – Objectives, Features and Benefits of E-Marketing –Components of E-Marketing.

UNIT II **6 hrs**

E-Customers – Meaning - Dealing with Customers’ Motivation and Expectations - Fear to Online Customers - Online Buying Process.

UNIT III **6 hrs**

E-Marketing Tools – Types - E-Mail Marketing - Social Media Marketing, Pay-Per-Click Advertising, Blogging and Classified Advertising.

UNIT IV **6 hrs**

E-Market & E-Marketing Mix – Meaning of E-Market – Types - E-Malls, E-Storefront, E-Marketplace. Meaning of E-Marketing Mix - Elements -2P+2C+3S.

UNIT V **6 hrs**

E-Marketing Applications - Online Advertising - Direct Response Medium - Distribution in E-Marketing - Lead Generation Platform - Customer Service Mechanism - Relationship Building Medium.

Books for Reference:

1. **Seema Gupta** – Digital Marketing – McGraw Hill Education.
2. **Puneet Singh Bhatia** – Fundamentals of Digital Marketing – Pearson Publication.
3. **Raymond Frost, Alexa K.Fox and Judy Strauss** – E-Marketing- Routledge Publication.

VALUE ADDED COURSE
EXPORT PROCEDURE

HOURS: 30

Course Outcomes:

At the end of the course, students will be able to:

CO.1. To make the students familiar with Export Marketing Practices.

CO.2. To acquire the knowledge about Export product planning and enable them to become an Exporter when they choose such option in future.

CO.3. Knowing the concepts about Export Documentation

CO.4. Understanding about Export Finance and its Applications

CO.5. Students can get more knowledge about Export Incentives and Assistance

UNIT I **6 hrs**

Export: Features – Need & Importance – Preliminaries for Starting an Export Business
- Guidelines for Successful Exporting – Problems of Exporters.

UNIT II **6 hrs**

Export Product Planning: Importance –Factors- Steps – Concept of Export Marketing Mix – Preparing Products for Export Markets –Export Product Life Cycle – Export Pricing – Strategies.

UNIT III **6 hrs**

Export Documentation – Types of Export Documents – Documentation process- Stages.

UNIT IV **6 hrs**

Export Finance – Pre-Shipment Credit – Post-Shipment Finance –Procedures – EXIM Bank – Export Credit & Guarantee Corporation.

UNIT V **6 hrs**

Export Incentives and Assistance – Export Promotion Organisations- Classification – WTO – Functions.

Books for Reference:

1. **Balagopal, T.A.S** - Export Marketing, Himalaya Publishing House.
2. **Acharya, W.K., and Jain Khushpat.S** – Export Marketing, Himalaya Publishing House.