

B.A. Semester-V

Soft Skills

Course content for E-Marketing

About the course:

This course explores the impact of the Internet, the World Wide Web, and emerging technological innovations on the marketing. Students will examine electronic technologies and their impact on marketing strategy, consumer behaviour, market segmentation, positioning, and communication. An emphasis is placed on the utilisation of traditional marketing concepts within the emerging electronic environment. The concept of e-marketing is broad in meaning and can be related to all areas of business management. In this syllabus we examine various marketing management concepts and E-marketing technologies.

Objectives:

Main objectives of this course are:

1. To provide an introduction into recent and expected technological changes and how these changes alter traditional marketing practices
2. To understand the key concepts, issues, parameters and concerns when using E-technologies like the Internet as a marketing tool.
3. To develop students' ability to understand, analyse, and apply E-Marketing tools in a marketing context
4. To make students capable of understanding how the Internet and other digital technologies can be used to provide added value to the consumer
5. To make students aware of opportunities and limitations of the Internet and other electronic communication channels

Learning outcomes of the course:

There are number of specific learning outcomes students can expect upon completion of this course. It is expected that students will develop certain attributes which includes various qualities, skills and understandings. Upon completion of course students should be able to :

1. Gain an understanding of the e-marketing concepts needed by the successful manager in today's business environment
2. Develop a basic knowledge of the role of the strategic marketing plan
3. Understand the impact of the environment, the customer and the competition on the organization's e-marketing strategy
4. Acquire an in-depth knowledge of how the marketing variables and marketing mix are used in executing e-marketing strategies
5. Develop skills in evaluating and applying electronic marketing strategies to improve analytical thinking and communication skills

The Syllabus:

E-Marketing

Unit – 1: Fundamentals of E-Marketing

- ❖ Introduction, Importance, Meaning , Objectives, Scope of E-Marketing
- ❖ Development of E-Marketing strategy and plan

Unit – 2: Adequate Technology

- ❖ Technology as a tool, Website creation
- ❖ Social media and its use, Websites for E-Marketing

Unit – 3: Customer relations and promotion activities

- ❖ Types of customers, Customer behaviour, Needs of all age customer,
- ❖ Developing products and promotional activities

Unit – 4: Core Competence

- ❖ Required core competence and values
- ❖ Marketing variables and Marketing Mix

Recommended books:

1. **Haig, Matt** (2001) *E-marketing handbook: an indispensable guide to marketing, your products and services on the Internet*. London: Kogan Page ISBN: 074943547X
2. **Chaston, Ian** (2001) *E-marketing strategy*. London: McGraw-Hill ISBN: 007709753X
3. **Kotler, Philip and Keller, Kevin Lane (2006)** *Marketing management ;12th ed.* Delhi : Pearson Education Asia, ISBN: 8129711192
4. **Strauss, Judy (2009)** *E-Marketing*, 5th ed._Prentice-Hall of India: New Delhi ISBN: 8120338219
5. **Still, Richard and Cundiff, Edward W.** (1972) *Essentials of marketing*, 2nd Ed. New Jersey : Prentice-Hall. ISBN: 0132864681
6. **Russell, Michael J.** and **Keith, Robert J** Series (2000) *The e-Marketing report*. New York: [Morgan Stanley Dean Witter](#)
7. **Keillor, Bruce D. Ed.**(2007) *Marketing in the 21st century – 4 Volumes*. London: Praeger Perspectives. ISBN: 0257992758
8. **Chakravarthy, Srinivas** (2000) *E-Strategy: Different Stroads . Businessline*

9. E-marketing definition *available at* <http://dotcomegypt.com/blog/?p=14>
10. Guide on E- Marketing *available at* <http://www.webseoservices.in/docs/emarketing.pdf>
11. Internet Marketing Published by The Internet Marketing Academy *Available at*
<http://www.cup.edu.kh/news-event/internet-marketing.pdf>
12. SAGE E-Marketing *available at* http://www.brainsell.net/downloads/pdf/sage_emarketing_brochure.pdf

B.A. Sem-V
Soft Skill Course
International Relations

Unit – 1

- A. Definition and meaning of International Relations(IR) and the difference between International Relations and International Politics.
- B. Important approaches to IR.

Unit – 2

- A. World War I – Causes and Effects.
- B. League of Nations – its importance and failure.

Unit – 3

- A. World – II – Causes and Effects.
- B. UNO and its importance in the present context.

Unit – 4

- A. Bi-Polarisation of the world and cold War.
- B. Globalisation and emerging issues in International Politics.

B.A. Sem-V
Soft Skill Course
Child Counseling

Unit – 1

- A. Definition and meaning of child Psychology
- B. Biological Foundation of Infancy

Unit – 2

- A. Definition of counselling and Goals of Counselling.
- B. Meaning of counselling and Types of counselling Techniques.

Unit – 3

- A. Child study Techniques : (1) Observation (2) Sociometric.
- B. Determining the child's goals and Self concept.

Unit – 4

- A. The School and Social Development
- B. The Role of the Family in the Child's development.

Ref. Books:

- (1) Dinkmeyer Don. C : "Child Development" The Emerging Self Prentice – Hall of india Private limited , New Delhi.
- (2) பகந யஹ்ர்தீ யுமக : "çkkα rōfkMk" - Ækkïo ÆkÂç÷fupLk, y{ËkðkË
- (3) Ækxu÷ Mkku{k¼kR xe : "Mk÷kn {Lkkurð¿kkLk" - ÞwrLkðŠMkxe økútÚk rLk{koy çkkuzo, økwshkík hksÞ, y{ËkðkË