

<b>BBAM18E01</b>	<b>E-MARKETING</b>	<b>L T P C</b> <b>4 0 0 4</b>
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### **UNIT -I**

E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Definition of E-Marketing, History of E-Marketing, Features of E-Marketing, E-marketing: Scope, Benefits and Problems, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing

### **UNIT -II**

Types of E-Market - Introduction, Objectives, Definition of E-market, E-Malls, E-Storefront, E-Marketplace

### **UNIT -III**

E-Customers - Introduction, Objectives, Definition of E-Customers, Dealing with Customers' Motivations and Expectations, Fears and Phobias of Online Customers, Online Buying Process

### **UNIT -IV**

E-Marketing Plan – Introduction, Objectives, Definition of E-Marketing Plan, Situational Analysis, Setting Objectives, Marketing Mix Decision, Budget Allocation, Action Plan, Measuring Success

### **UNIT -V**

E-Marketing Tools - Introduction, Objectives, E-Mail Marketing, Creating a Website, Social Media Marketing, Pay-Per-Click Advertising, Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

### **REFERENCE BOOK:**

1. Marketing management – Kotler
2. Marketing management – Rayein

### **TEXT BOOK:**

1. Online marketing- Richard gray
2. E-Marketing-C.Lawrence



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<b>BBAM18E02</b>	<b>ADVANCED E-BUSINESS MARKETING</b>	<b>L T P C</b> <b>4 0 0 4</b>
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### **UNIT-I**

Introduction to E-business-concepts-scope and objectives-Building a Career in E-Commerce-Ethical, Legal, and Social Responsibilities in E-Commerce

### **UNIT -II**

Marketing Essentials-Marketing Information Management-Marketing Research-Conducting Marketing Research-Marketing Information Management

### **UNIT -III**

Web Site Development-Creating a Web Site-Building a Web Site-Web Site Management-Creating a Web Site

### **UNIT - IV**

**Marketing in a Digital World-** Fundamentals of Internet Marketing-Distribution in E-commerce- Channels of Distribution-Customer Service and Web Site Personalization-Advertising for E-Commerce- E-Commerce Positioning Project

### **UNIT -V**

Business Structures and the Business Plan in E-Commerce - Business Structures and Economics in E-Commerce - Revenue Models and the Business Plan in E-Commerce - Risk Management - Pictorial Essay/Business Risks - Financing the Business

### **Reference Books:**

1. E-marketing-Kotler
2. Internet Marketing-Gandhi
3. Financing Bussiness-Nirmala Prasad

### **TEXT BOOKS:**

1. E-commerce strategy – David
2. E-commerce Real issues – C. Michel

<b>BBAM18E03</b>	<b>HEALTHCARE MARKETING</b>	<b>L T P C</b> <b>4 0 0 4</b>
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#### **UNIT – I**

Health care marketing - Brief history of marketing in healthcare – Understanding marketing management – strategic marketing process – understanding marketing management in health care sector.

#### **UNIT – II**

Market Development - Application of digital marketing strategies to customer acquisition, customer experience, customer retention in the health care sector, and service line marketing.

#### **UNIT – III**

Health care buyer behaviour – Marketing Mix – Marketing plan – Marketing segmentation- Evolution and future of service line marketing-Process of developing new health care services

#### **UNIT – IV**

Market research - Marketing strategies followed in health care sector- strategic marketing process. Ethics and Social responsibility – Health Awareness Education and Consciousness

#### **UNIT – V**

Future of marketing health care services – Strategic health care marketing -Market administration in health care delivery - Use Marketing To Reduce Malpractice Costs in Health Care

#### **TEXT BOOKS:**

1. Eric N. Berkowitz, Essentials of Health Care Marketing, Jones & Bartlett Learning, 2010,ISBN 0763783331, 9780763783334.
2. S.Srinivasan Management process in Health care, S.Srinivasan, Management Process In Health Care, voluntary health association of india, ISBN: 1982.0-8342-0299-9
3. Introduction to Health Care Management,By Sharon B. Buchbinder, Nancy H. Shank

#### **REFERENCE BOOKS:**

1. G.D.Kunders Hospital and facilities planning and Design, G.Kunders, Hospital – Facilities Planning And Management Books, MCGRAW Hill Education,2004, ISBN: 0070502692
2. Jacob Kline Hand Book of Bio-Medical Engineering, Jacob kline, Handbook of Biomedical Engineering, Academic Press (28 January 1988), ISBN:978-0-12-415145-1
3. Webster J.G. and Albert M.Cook Clinical Engineering Principles and, John G Webster, Clinical Engineering Principles and Practices, Prentice Hall (1 September 1979), ISBN:978-0131377370
4. Antony Kelly Maintenance Planning and Control, Kelly Antony, Maintenance Planning and Control, Butterworths,ISBN: 0408030305.
5. Simon hog, Transfer of hospital engineering know how, Vdm verlag, ISBN: 978-3639275216.

<b>BBAM18E04</b>	<b>MARKETING OF HOTEL RESORTS &amp; TOURISM</b>	<b>L T P C</b> <b>4 0 0 4</b>
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### **UNIT-I**

Hotel industry - introduction and evolution - classification of hotels - types of accommodation - intermediary accommodation, grouping of accommodation. Development of Hotel Industry in India - industry define - early history of hotel industry - Hotel Industry vs. Tourism Industry.

### **UNIT-II**

Characteristics of hotels - activities of hotels - accommodation management - front office - housekeeping - bar and restaurant - supporting service - working of hotels - maintenance of equipments - maintenance of Account

### **UNIT-III**

Room occupancy rate management - estimation of demand, seasonal pattern of guest company - factors affecting the determinations of room rate during seasonal off-season

### **UNIT-IV**

Marketing functions at its relevance to Hotel Industry - sales - purchasing - storage system - industry levels - ordering levels - costing - recipe costing - menu pricing - hotel security.

### **UNIT-V**

License - permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry.

### **Text Books**

1. Andrews - Hotel Front Officer - Training Manual
2. Roday - Food for today

### **Reference Books:**

1. Megi - Hotels For Tourism Development Corporations
2. Tharakan - A Hoteliers Guide. B.B.A.: Syllabus

<b>BBAM18E05</b>	<b>RETAIL BRANDING</b>	<b>L T P C</b> <b>4 0 0 4</b>
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### **UNIT-I**

Understanding Retail Branding, Branding Principles, Dimensions to Review Brands, Retail Promotion and Branding.

### **UNIT -II**

Dimensions of Promotion Mix, Advertising, Types of Advertising, Media Selection, Sales Promotions, Personal Selling, Publicity.

### **UNIT-III**

Retail Customers, Retailing and Consumption, Consumer Buying Process- Shopping Behaviour, Retail Outlet Choice, Retail Segmentation.

### **UNIT-IV**

Definitions of brand equity, Different methods of measuring brand equity, Brand Repositioning, Analyzing the Corporate Brand, Retailer Issues in Branding, and Branding in developing countries.

### **UNIT -V**

Retail Services, Product - Related Services, Convenience - Related Services, Payment Services, Retail Service and Specialty Products, Retail Service and Durable Product Categories.

### **Text Books:**

1. Retail Management A Strategic Approach – Barry Berman Joel R. Evans.
2. Retail Management Functional Principles & Practices – Gibson G. Vedamani.

### **References BOOK:**

1. Retail Marketing Management – David Gilbert
2. Retailing Management – Barton A. Weitz & Michael



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