



Government Degree College, Rampachodavaram
East Godavari District, Andhra Pradesh
 Affiliated to Adikavi Nannaya University



2025-2026 ACADEMIC YEAR

Name of the Lecturer: P.RAMJEE BHIMA RAO

III B.Com (General)

Paper: ADVERTISING AND MEDIA PLANNING

S.No	Month	Week	Hrs Available	Syllabus Topic	Additional Input /Value Addition	Curricular Activity				Co-Curricular Activity				Remarks
						Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	
1	01-Jul	1	4	Unit 1: Introduction: Advertising- Nature and Scope- Functions - Impact on Social, Ethical and Economical Aspects		Introduction	4							
		2	4	Its Significance – Advertising as a Marketing Tool and Process for Promotion of Business Development		lecture	3			ASSIGNMENT	1			
		3	4	Criticism on advertising		Lecture	3			G.D	1			
		4	4	Unit 2: Strategies of Advertisements: Types of Advertising Agencies and their Strategies in Creating Advertisements		Lecture	4			SEMINAR				
2	01-Aug	1	4	Objectives - Approach - Campaigning Process		Lecture	4			MID EXAM-I				
		2	4	Role of Advertising Standard Council of India (ASCI) - DAGMAR approach		Lecture	3			QUIZ	1			
		3	4	Unit 3: Process of Advertisement: Creativeness and Communication of Advertising –Creative Thinking		Lecture	4							
		4	4	Process – Appeals – Copy Writing - Issues in Creation of Copy Testing		Lecture	3			MID EXAM -I	1			

3	01-Sep	1	4	–Slogan Elements of Design and Principles of Design		Lecture	3			ASSIGNMENT	2			
		2	4	Unit : Media Planning: Advertising Media - Role of Media - Types of Media - Print Media		lecture	4			MID EXAM-II				
		3	4	Electronic Media and other Media - Advantages and Disadvantages		Lecture	3			SEMINAR	2			
		4	4	– Media Planning - Selection of Media.		Lecture	3			ASSIGNMENT	3			
4	01-Oct	1	4	Unit 5: Analysis of Market Media: Media Strategy – Market Analysis -Media Choices		Lecture	4							
		2	4	Influencing Factors - Target, Nature, Timing, Frequency,		Lecture	4							
		3	4	Languages and Geographical Issues - Case Studies			4							
		4	4	REVISION			3			ASSIGNMENT				
Signature of The lecturer						Signature of the Principal								



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Name of the Lecturer: P. RAMJEE BHIMA RAO

III B.Com (General)

Paper: CUSTOMER RELATIONSHIP MANAGEMENT

S.No	Month	Week	Hrs Available	Syllabus Topic	Additional Input /Value Addition Taught	Curricular Activity				Co-Curricular Activity				Remarks
						Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	
1	01-Jul	1	4	Unit 1: Introduction to CRM and eCRM: Definition, Factors responsible for CRM growth		Introduction	4							
		2	4	CRM process, framework of CRM, Benefits of CRM, Types of CRM		lecture	3			ASSIGNMENT	1			
		3	4	CRM technology components, Difference between CRM and eCRM, features of eCRM.		Lecture	3			G.D	1			
		4	4	Unit 2: Sales Force Automations (SFA): Definition and need of SFA, barriers to successful SFA functionality,		Lecture	3			SEMINAR	1			
2	01-Aug	1	4	technological aspect of SFA, data synchronization, flexibility and performance, reporting tools.		Lecture	3			MID EXAM -I				
		2	4	Unit 3: Enterprise Marketing Automation (EMA): Components of EMA, marketing campaign,		Lecture	3			QUIZ	1			
		3	4	campaign planning and management, business analytic tools, EMA components (promotions,		Lecture	4							
		4	4	events loyalty and retention programs), response management.		Lecture	3			SEMINAR	1			
3	01-Sep	1	4	Unit 4: Call center: Meaning, customer interaction, the functionality, technological implementation,		Lecture	3			ASSIGNMENT	1			
		2	4	what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration)		lecture	4							
		3	4	web enabling the call center, automated intelligent call routing, logging & monitoring.		Lecture	3			SEMINAR	1			
		4	4	Unit 5: Implementing CRM: Pre implementation, kick off meeting, requirements gathering,		Lecture	3			ASSIGNMENT	1			

4	01-Oct	1	4	prototyping and detailed proposal generation, development of customization, Power use beta test and data import		Lecture	4			MID EXAM -II				
		2	4	training, roll out and system hand off, ongoing support, system optimization, and follow up.		Lecture	4							
		3	4	REVISION		Lecture	4							
		4	4	STUDY HOURS		Lecture	3							

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2025-2026 ACADEMIC YEAR

Name of the Lecturer:Dr.P.ANAND

III B.Com (General)

Paper:Digital Marketing

S.No	Month	Week	Hrs Available	Syllabus Topic	Additional Input /Value Addition Taught	Curricular Activity				Co-Curricular Activity				Remarks
						Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	
1	01-Jul	1	4	Unit-1 Digital marketing :Meaning -importance -traditional Online marketing vs digital marketing ,online market place Analysis Micro Environment		Introductions	5							
		2	4	Online Micro Environment -trends in digital marketing-competitive analysis.		lecture	4			ASSIGNMENT	1			
		3	4	Unit-2 Website Planning and Creation:Website:meaning objectives components of website-website creation,website creation incorporation of design.		Lecture	4			G.D	1			
		4	4	Adding content installing and incorporate of design and adding content installing and activating plugins		Lecture	5			SEMINAR	1			
2	01-Aug	1	4	Unit-3 Search Engine Optimization (SEO):SEO-meaning History and Growth of SEO,SEO-Importance of Search Engine -on page Optimization-off page optimization-		Lecture	5			ASSIGNMENT	1			
		2	4	Role of Search Engine Optimization -googleAd words,Search Engine Marketing :campaign Creation -Ad creation,Approval and Extensions.		Lecture	4			QUIZ	1			
		3	4	Unit-4:Social Media Marketing:meaning of social media and social media marketing -social management tools -strategy and planning social media network .		Lecture	5							
		4	4	use of deffrent social media platforms-Content Creation-blogging-guest Blogging.		Lecture	4			MID EXAM -I	1			
3	01-Sep	1	4	unit-5: E mail Marketing: meaning -Evolution of email-importance of email marketing		Lecture	4			ASSIGNMENT	2			
		2	4	Development and Advancements in e mail marketing		lecture	5							

		3	4	reating and tracking emailers-create formscreate opt-in-lists-mapping industrytrends and eliminating Spaim messages.		Lecture	4			MID EXAM-II				
		4	4	E mail marketing platforms-		Lecture	4			SEMINAR	2			
4	01-Oct	1	4	REVISION		Lecture	5							
		2	4	STUDY HOURS			5							
		3	4	STUDY HOURS			4							

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Name of the Lecturer:Dr.P.ANAND

III B.Com (General)

Paper: Service Marketing

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						Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	
1	01-Jul	1	4	Unit1:Introduction:NatureandScopeofservicesNature and Scope of services characteristics of services,		Introduction	5							
		2	4	classification of services Different Service Sectors - Marketing of Banking Services Marketing in Insurance Sector –Marketing of Education Services		lecture	4			ASSIGNMENT	1			
		3	4	Unit-2:ConsumerBehaviorinServicesMarketing Customer Expectations on Services		Lecture	4			G.D	1			
		4	4	Factors influencing customer expectation of services.- Service Costs experienced by Consumer,the Role of customer in Service Delivery Conflict Handling in Services		Lecture	5			QUIZ	1			
2	01-Aug	1	4	Customer Responses in Services, Concept of Customer Deligh Unit-3:CustomerRelationshipmarketingandServicesMarketSegm entation		Lecture	5			MID EXAM -I	1			
		2	4	Customer Relationship marketing: Meaning Importance of customer&customer's role in service delivery		Lecture	4			ASSIGNMENT	2			
		3	4	Benefits of customer relationship,retentio strategies Services Market Segmentation		Lecture	5							
		4	4	Market segmentation -Basis Need for segmentation of services,		Lecture	4							

3	01-Sep	1	4	bases of segmentation services, segmentation strategies in service		Lecture	4			MID EXAM -II	2			
		2	4	UNIT4: Customer Defined Service Standards. Customer Defined Service Standards		lecture	4			ASSIGNMENT	2			
		3	4	Hard and Soft, Concept of Service Leadership and Service Vision		Lecture	4			SEMINAR	2			
		4	4	MeetingCustomerDefinedServiceStandards-ServiceFlexibilityVersusStandards		Lecture	3							
4	01-Oct	1	4	Strategies to Match Capacity and Demand-managingApplications of Waiting Line Queuing Theories to Understand Pattern Demand		Lecture	4							
		2	4	REVISION		Lecture	4							
		3	4	STUDY HOURS			4							
		4	4	STUDY HOURS			3							

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