

Emerging trends In Marketing

Topics to be covered:

1. Emerging Trends in Marketing – An Overview
2. Data driven marketing
3. Referral Marketing
4. Green marketing
5. Social marketing
6. Event Based Marketing
7. Crowd sourcing
8. Content Marketing
9. Entertainment Marketing
10. Sports Marketing
11. Bottom of the Pyramid Marketing
12. Experiential Marketing | Engagement Marketing

Reference Books:

Bottom of the pyramid marketing – C K Prahlad

Data-driven Marketing Today – By Ruth Stevens

Different Online sources which are listed next to every topic