

Fourth Semester

Marketing

PM03EMKT01 : CONSUMER BEHAVIOUR

Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision Making; Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception; Consumer Attitudes and Attitude Change; Influence of Personality and Self Concept on Buying Behaviour; Psychographics and Lifestyle; Reference Group Influence; Diffusion of Innovation and Opinion Leadership Family Decision Making; Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

PM03EMKT02 : SALES AND DISTRIBUTION MANAGEMENT

Sales Management and Personal Selling, Salesman Ship: Preparing for a sales call, sales presentation, handling objections and closing of sales, Theories of selling, Sales Organization: Organisation of sales department, relationship of sales department with other Departments, Sales Force Management: Selection, training and motivation of sales persons, compensation plans, Controlling Sales Personnel and Sales Efforts: Evaluating performance, Sales budget, sales control and cost analysis, Sales Territories and Sales Quotas, Indian distribution system, channel strategy & selection of channels, alternative channel arrangements, Development of dealer network : Dealer selection, motivation & evaluation, logistics for Physical Distribution.

PM03EMKT03 : MARKETING RESEARCH AND INFORMATION SYSTEMS

Introduction to the course and problem definition, Research design and source of data, Types of data, Data collection approaches-survey method, observation method, mail survey, Sampling Design, Measurement, Scaling and Instrument preparation-Questionnaire Design, Sampling Methods , Sampling Size decisions ,Data Preparation and Processing, Analysis and Interpretation of data-Analysis of Differences, Analysis of Experiments, investigation of associations- Factor Analysis, Cluster Analysis, multidimensional scaling, Presentation of Findings, Ethical issues in Marketing Research.

PM03EMKT04 : INDUSTRIAL MARKETING

Nature and Scope of Industrial Marketing; Differences between Industrial Marketing and Consumer Marketing; Nature of Demand in Industrial Markets; Industrial Buyer Behaviour; Industrial Purchasing; Marketing Research and Market Information System; Segmentation of Industrial Markets; Technology and the Industrial Markets; Product Decisions and Strategies; Industrial Services; Industrial Pricing; Distribution and Channel Relationships; Logistics Management; Industrial Marketing Communication; Sales Force Management; Industrial Marketing Strategy; Planning and Implementation.

PM03EMKT06 : PLANNING AND MANAGING RETAIL BUSINESS

An introduction to the Retailing System, Retailing mix – Social forces – Economic forces – Technology forces – Competitive forces; Retailing definition, Structure, Different formats – marketing concepts in retailing – Consumer purchase behaviour - Cultural and Social group influence on Consumer purchase behaviour; Retail Store Location – Traffic flow and analysis – population and its mobility – exteriors and layout – Customer traffic flows and pattern – Creative display; Merchandise Planning – Stock turns, Credit Management, Retail Pricing, Return on per sq. feet of space – Retail promotions – Staying ahead of competition; Supply Chain Management- Warehousing – Role of IT in supply chain management; Franchising, Direct Marketing/Direct Selling – Exclusive shops – Destination stores – Chain Stores- Discount Stores an other current and emerging formats – issues and options; Retail Equity, Technology in Retailing – Retailing through the Internet.

PM03EMKT07 : MARKETING OF SOCIAL SERVICES

Relevance of social services in a developing economy; applications of marketing in social services, e.g. health and family welfare, adult literacy programme, environment protection, social forestry etc., socio-economic-cultural influences on beneficiary system; organizing for marketing social services; beneficiary research and measurement of their perceptions and attitudes; planning and implementation of mass campaigns; beneficiary contact programme; use of print and electronic media in mass communication; diffusion of innovative ideas; geographical expansion strategies in mass contact programme; review and monitoring of marketing strategies of socially relevant programmes.

PM04EMKT01 : ADVERTISING MANAGEMENT

PART-I: FOUNDATION: The World Of Advertising, The Role Of Advertising In Marketing and Integrated Marketing Communication, the Structure of the Advertising Industry: Advertisers, Agencies, Media Companies, And Support Organizations, advertising And Society

PART-II: PLANNING AND STRATEGY: How Advertising Works he Consumer Audience, strategic Research in Advertising, strategic Planning for, advertising, Ad Objectives and Budgeting

PART-III: ADVERTISING MEDIA: Print and Out of Home Media, Broadcast Media

Interactive Media, Media Planning and Buying.

PART-IV: MESSAGE STRATEGY: Creative Message Strategy, Copywriting, Design and Production

PART-V: INTEGRATION AND EVALUATION: Direct Response communication. Sales Promotion, Events, Product Placements, Branded Entertainment and Sponsorships, Special advertising Situations: Retail, Political, Social and B2B Advertising, evaluation of effectiveness

PM04EMKT02 : BRAND MANAGEMENT

Understanding Brands – Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Brand Equity; Value addition from Branding – Brand –customer Relationships, Brand Loyalty and Customer Loyalty; Managing Brands; Brand Creation, Brand Extensions, Brand –product Relationships, Brand Portfolio, Brand Assessment through Research – Brand Identity, Position, Image, Personality Assessment and Change; Brand Revitalization; Financial Aspects of Brands; Branding in Different Sectors : Customer, Industrial, Retail and Service Brands.

PM04EMKT03 : INTERNATIONAL MARKETING

International Marketing – Definition, Concept and Process; Distinctions between International Trade, International Business and international Marketing, Economic Environment of International Marketing; Problems and Constraints in International Marketing, Tariff Barriers, Non-tariff Barriers, International Marketing and World Environment-Political, Legal, Cultural, Technological factors, Procedure and Documentation in International Marketing, Registration of Exporters, Shipping and Transportation, Insurance, Negotiation of Documents, Instruments of Payments – Bills of Exchange; Letter of Credit , Research in International Marketing, International Marketing Mix – Identification of Markets, Product Policy, International Product Life Cycle, Promotion Strategy, Pricing Strategy and Distribution Strategy; Market Entry Strategies, Financial Decisions in International Market, Currency and Foreign Exchange market, Exchange Rate System, Financial Institutions.

PM04EMKT04 : MARKETING FOR NON-PROFIT ORGANIZATIONS

Meaning and Importance of Distribution in the Marketing of Goods and Services; Distribution Channels; Public Distribution Systems and its Relevance in Developing Economy; Objectives of Public Distribution of Essential Commodities; Structural Aspects of Indian Market; Types of Distribution Systems; Administration of Public Distribution System; Logistics Planning in National Distribution Systems; Cost Control and Economics of Mass Distribution; Maintenance of Quality Standards; Legal and Regulatory Framework; Administered Prices and Public Distribution System; Role of Materials Handling and Storage Technology in Mass Distribution; Conflict Management in Large Scale and Distribution System; Case Studies on Mass Distribution of Essential Commodities Seeds, Family Planning Aids; Cement, Steel, Agricultural Inputs etc.

PM04EMKT05 : MANAGEMENT OF PUBLIC DISTRIBUTION SYSTEM

Meaning and Importance of Distribution in the Marketing of Goods and Services; Distribution Channels; Public Distribution Systems and its Relevance in Developing Economy; Objectives of Public Distribution of Essential Commodities; Structural Aspects of Indian Market; Types of Distribution Systems; Administration of Public Distribution System; Logistics Planning in

National Distribution Systems; Cost Control and Economics of Mass Distribution; Maintenance of Quality Standards; Legal and Regulatory Framework; Administered Prices and Public Distribution System; Role of Materials Handling and Storage Technology in Mass Distribution; Conflict Management in Large Scale and Distribution System; Case Studies on Mass Distribution of Essential Commodities Seeds, Family Planning Aids; Cement, Steel, Agricultural Inputs etc.

PM04EMKT06 : E-COMMERCE

Introduction to E-commerce: Definition – Forces Fueling E-commerce – Industry framework – types – Internet Service Providers – Internet access Providers – Internet Vs On-line Services; WWW: Concepts – Technology – Applications- electronic Payment Systems: Electronic Payment Technology- Digital Cash- Electronic check – On-line Credit Card – Electronic Commerce and Banking – Changing dynamics in the Banking Industry – Home Banking Implementation Approaches – Open Vs Closed Models – management issues in online Banking – Electronic Commerce and Retailing – changing retail industry Dynamics – Online retailing – Management challenges – Electronic Commerce and online publishing – Online publishing Strategies – Approaches – Advertising and online publishing – Digital copyrights and Electronic publishing; Internets and Supply Chain Management; Supply Chain Management- Managing retail supply chains- Supply chain application software – Internets and Customer asset management – Customer Asset management basics – online sales force – online customer service and support – Technology and Marketing Strategy; Internets and Manufacturing : Integrated logistics; -agile manufacturing – Emerging Business Requirements – Manufacturing Information Systems – Internet Based Manufacturing logistics Management- Internets and Corporate finance : Financial Systems; Financial Internets- Software Modules in financial Information System-Transaction Accounting – Inventory Accounting Payment Management – Treasury and Cash Management- Human Resource Management Systems – Size – Structure of financial Software Markets – The Corporate Digital Library – Intelligent Agents.

PM04EMKT07 : STRATEGIC MARKETING

Market Situation Analysis; Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position; Market Leader Strategies – Expanding the Total Market; Protecting Market Share, Expanding Market Share; Market Challenger Strategies – Choosing and Attack Strategy, Market Follower Strategies; Market Nicher Strategies; Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations, Industry Segmentation and Competitive Advantage; Product Differentiation and Brand Positioning, Competitive Advantage; Product Differentiation and Brand Positioning; Competitive Pricing, Competitive Advertising, Role of Sales Promotion in Competitive Marketing.

PM04EMKT08 : SALES PROMOTION MANAGEMENT

Sales Promotion and Marketing Mix; Nature and Types of Sales Promotion; Consumer Behaviour and Sales Promotion; Deal Prone Consumer; Economic Theories of Promotion; Sales Promotion's Impact on Sales; Evaluation of Sales Promotion Experiments; Choice and Purchase

Timing Models; Manufacturer Promotion Planning Process; Retailer Promotion Planning Process; Strategic Issues in Designing Promotional Strategies; Substantive Findings and Issues on Coupons, Trade Dealings and Retail Promotions.

PPM04EMKT05 : MARKETING OF SERVICES

New Perspectives on marketing in the Service Economy, Consumer Behavior in a services context, Positioning services in competitive market, Developing Service Products, Distributing Services through Physical and Electronic channels, Setting Prices and Implementing Revenue Management, Promoting Services and educating customer, Designing and Managing Service Processes, Balancing demand and productive capacity, Crafting the services environment, Managing People for service advantage, Managing Relationship and building Loyalty, Complaint Handling and service Recovery, Improving service Quality and Productivity, Striving for Service leadership. Selected Cases related to Marketing of Services.