



PRIST UNIVERSITY
Vallam, Thanjavur – 613 403. Tamil Nadu.

PRIST SCHOOL OF BUSINESS

(REGULAR)

MASTER OF BUSINESS ADMINISTRATION

Marketing Management

Objective of the Programme

A great Marketing Professor aptly said that “Marketing is everything and everything is marketing”. We are living in a world of specialization, especially in the field of Management. The field of Marketing has made rapid strides and micro specializations have evolved such as Consumer Behavior, Industrial Marketing, Brand Management etc. These specializations play a pivotal role in the world of academics and corporates.

- The programme is structured with inputs on contemporary marketing issues,
- This programme aims at sharpening the analytical and decision making abilities of the students
- Case study approach, Role-playing and simulation will be the main thrust of pedagogy for this programme

Eligibility Criteria:

A candidate shall be eligible for admission to M.B.A. programme in MARKETING provided he/she has passed any Degree from a Recognized university. Candidates who have put in experience in the field of Marketing will be preferred. Applicants possessing degrees awarded by the universities not recognized by the UGC are not eligible for admission.

PRIST UNIVERSITY

Thanjavur

PRIST SCHOOL OF BUSINESS

Course: M.B.A (Marketing Management)

SEMESTER – I

S.NO	SUBJECT CODE	TITLE OF THE PAPER	L	T *	P	C	MAX MARKS
1		MANAGEMENT PROCESSES	4	1	-	3	100
2		ORGANIZATIONAL BEHAVIOUR	4	1	-	2	100
3		ECONOMICS FOR MANAGERS	4	1	-	3	100
4		LEGAL ENVIRONMENT FOR BUSINESS	4	1	-	3	100
5		INDIAN BUSINESS ENVIRONMENT	4	1	-	3	100
6		COMPUTER APPLICATIONS FOR MANAGERS	3	-	2	2	100
7		COMPREHENSIVE VIVA-VOCE	-	-	-	-	-
TOTAL			23	05	02	16	600

SEMESTER – II

1		RESEARCH METHODS FOR BUSINESS DECISIONS	4	1	-	3	100
2		MARKETING MANAGEMENT	4	1	-	3	100
3		HUMAN RESOURCES MANAGEMENT	4	1	-	2	100
4		FINANCIAL MANAGEMENT	4	1	-	2	100
5		GLOBAL BUSINESS ENVIRONMENT	4	1	-	2	100
6		STRATEGIC MANAGEMENT	4	1	-	2	100
7		COMPREHENSIVE VIVA-VOCE	-	-	-	-	-
8		SUMMER RESEARCH AND DISSERTATION				6	200
TOTAL			24	06		20	800

SEMESTER – III

1		CONSUMER BEHAVIOR	4	1	-	3	100
2		MARKETING RESEARCH	4	1	-	3	100
3		INDUSTRIAL MARKETING	4	1	-	3	100
4		LOGISTICS MANAGEMENT	4	1	-	3	100
5		RETAIL MARKETING	4	1	-	3	100
6		BRAND MANAGEMENT	4	1	-	3	100
7		COMPREHENSIVE VIVA-VOCE	-	-	-	-	-
TOTAL			24	06		18	600

SEMESTER – IV

1		RURAL MARKETING	4	1	-	3	100
2		SERVICES MARKETING	4	1	-	3	100
3		ADVERTISING MANAGEMENT	4	1	-	3	100
4		SALES AND DISTRIBUTION MANAGEMENT	4	1	-	3	100
5		CUSTOMER RELATIONSHIP MANAGEMENT	4	1	-	3	100
6		GLOBAL MARKETING	4	1	-	3	100
7		COMPREHENSIVE VIVA-VOCE	-	-	-	-	-
TOTAL			24	06	-	18	600

* Tutorial classes for the first two semesters will be utilized for Summer Research and Dissertation

SEMESTER I

PAPER I : MANAGEMENT PROCESSES

- UNIT I Nature and Process of Management as Science, Art and Profession – Professionalisation of Management in India – Current Trends – Management Levels vis-à-vis skills. Manager and Environment Systems Approach to Management – Responsibilities of Management.
- UNIT II Planning: Principles of Planning – Types of Plans – Steps in Planning – Limitations of Planning. Decision-making Models and Techniques – Management by objectives (MBO) – Policy Formulation
- UNIT III Organizing Process: Organization Structure and Design – Span of Management – Delegation and Decentralization – Line and Staff Relationships. Essentials of Directing: Motivation Techniques – Leadership Styles – Communication Process.
- UNIT IV Controlling: Process of Control – Prerequisites of Controlling Systems – Methods of Controls.
- UNIT V Comparative Management Styles with Special Reference to Japanese Management Practices – Organizational Creativity and Innovation – Entrepreneurial Management.

REFERENCES:

1. Harold Koontz & Heinz Weirich : Management, McGraw Hill, Tokyo.
2. Stonier & Wankel : Management, Prentice Hall India Ltd., New Delhi.
3. Richard M. Hodgets : Management, Academic Press, New York.
4. Hampton : Management, McGraw Hill, Tokyo.
5. Peter F. Drucker: Practice of Management, Pan Books, London.

SEMESTER I

Paper – II : **ORGANIZATIONAL BEHAVIOUR**

- UNIT I Fundamentals of Organizational Behavior
Understanding organizational behavior – Foundations of Human Relations and Organizational Behavior – Understanding People and Organizations – International Organizational Behavior
- UNIT II Individual Behavior in Organizations
Personality and Attitudes – Motivation – Content Theories of Work Motivation – Process Theories of Work Motivation – Equity Theory – Attribution Theory – Other Emerging Theories – Perception – Factors Influencing Perception – Perceptual Organization – Social Perception – Impression Management
- UNIT III Dynamics of Organizational Behavior
Leadership – Definition of Leadership – Leadership skills – Leadership Theories – Inter-group Behavior – Foundations of Group Behavior – Understanding work Teams – Informal organizations.
- UNIT IV The Organization System
Foundations of Organization Structure – Decision of Organization Structure – Decision Making – Power and Politics – Organizational Culture.
- UNIT V Organizational Change and Development
Organizational Change – Fundamentals of Organizational Development – Organizational Development – Organizational development Interventions – Future of Organizational Development

REFERENCES:

1. Fred Luthans: Organizational Behavior, McGraw Hill
2. Robbins: Organizational Behavior McGraw Hill
3. Stones and Wankel: Management, Prentice Hall

SEMESTER I

Paper – III : ECONOMICS FOR MANAGERS

Unit: I

Introduction of Managerial Economics

Introduction - Definition- Business decisions and Economics analysis – concept, nature and scope of Managerial Economics- Managerial Economics and other disciplines - Basic economic tools in Managerial Economics for Decision Making –The Role of Managerial Economists – Nature and objectives of Firms.

Unit: II

Analysis of Demand and Supply

Meaning – law of Marginal Utility – Law of Demand – Demand function -Elasticity of Demand - Demand Determinants – Demand Forecasting Techniques - Law of Supply - Changes in Supply – Elasticity of Supply

Unit: III

Production and Cost Analysis

Meaning – Production Functions – Scale of Economies - Laws of Production – Cost Concepts and Classification - Cost-Output Relationship–Revenue Analysis

Unit: IV

Market Structure and Pricing Decisions

Classification of Perfect and Imperfect Competitions- Pricing Policies and Methods – Price and Output decisions under different market structure

Unit: V

Introduction of Macro-Economics

Indian Economic Environment : New Industrial Policy - National Income – Concepts and Measurement – Money –Inflation and Deflation – Monetary and Fiscal policies - Business cycle – Functions of RBI - FDI and FII.

REFERENCES

1. Gupta G.S., Managerial Economics, Tata McGraw Hill.
2. Riggs, J.L., Managerial Economics, McGraw Hill.
3. Peterson, HC and W.C.Lewis, Managerial Economics, Prentice- Hall of India.
4. Varsheney.R.L., and Maheswari, K.L., Managerial Economics., Sultan Chand & Sons.
5. Dewett, K.K., Indian Economics., S.Chand.

SEMESTER I

Paper – IV : **LEGAL ENVIRONMENT FOR BUSINESS**

- UNIT I Dynamics of Business and its Environment – Corporate Governance and Social Responsibility – Ethics in Business – A Discussion – Economic Systems and Management Structure – Family Management to Professionalism – Economic Transition in India: Privatisation, Globalization and Competition – Resource Base of the Economy – Land, Forest, Water, Fisheries, Minerals – Economic and Business Development and Environmental Issues.
- UNIT II Infrastructure – Economic: Energy, Power, Transport, Communication – Social: Education, Science and Technology: Demographic Issues – Political: Constitution, Electoral Issues, Democracy – Productivity Factors, Human Elements and Issues for Improvement – Total Quality Management Issues – Global Trends in Business and Management; International Relations – MNCs – Foreign Capital and Collaboration – Trends in Indian Industry – The Capital Market Scenario – Future Perspective of Indian Industry and Management: Emerging Geo Political Dimensions of Business Environment.
- UNIT III Law of Contract – Agreement – Offer – Acceptance – Consideration – Capacity of Contract – Contingent Contract – Quasi Contract Performance – Discharge – Remedies to breach of Contract – Partnership – Sale of Goods – Law of Insurance – Negotiable Instruments – Notes, Bills, Cheques – Crossing – Endorsement – Holder in due course – Holder in value – Contract of Agency.
- UNIT IV Company – Formation – Memorandum – Articles – Prospectus – Shares – Debentures – Directors – Appointment – Powers and Duties Meetings – Proceedings – Management – Accounts – Audit – Oppression and Mismanagement – Winding up.
- UNIT V Factory Act – Industrial Disputes Act – Minimum Wages Act – Workmen Compensation Act

REFERENCES:

1. Keith-Davis & William Frederick: BUSINESS AND SOCIETY, McGraw Hill, Tokyo
2. Rudder Dutt & Sundaram: INDIAN ECONOMY; New Delhi (Vikas)
3. Kapoor, N.D: ELEMENTS OF MERCANTILE LAW

SEMESTER I

PAPER V : INDIAN BUSINESS ENVIRONMENT

- UNIT I Industrial Policies: A brief review of industrial policies since independence, Industrial policy of 1991 and recent developments, Policy on foreign direct investment in Indian industry. Fiscal Policy: Public revenues, public expenditure, public debt, development activities financed by public expenditure, an evaluation of recent fiscal policy of Government of India – Highlights of Budget.
- UNIT II Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, recent trends – Role of Finance Commission. Balance of Payments: Structure, Major components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New Economic Policy on Balance of Payments, Recent trends.
- UNIT III India's Trade Policy – Magnitude and direction of Indian International trade, bilateral and multilateral trade agreements, EXIM Policy, Role of EXIM Bank. WTO: Nature and scope – Organization and structure – trading block role and functions of WTO in promoting world trade – Principles followed – Agreements reached in the Uruguay round including TRIPS, TRIMS and GATS, Disputes settlement mechanism Dumping and Anti-dumping measures – Critical review of WTO functioning.
- UNIT IV Money and Capital market: Features and components of Indian Financial system, objectives, features and structure of Money market and capital market, recent developments – Stock Exchanges, Investor Protection and Role of SEBI.
- UNIT V Legal Framework: Special features of the SICA (Special Provisions) 1985, BIFR, Consumer Protection Act, 1986.

REFERENCES:

1. Dutt and Sundaram, Indian Economy, S. Chand, New Delhi, 2007
2. K. Aswathappa, Essentials of Business Environment, 9/e Himalaya, 2007
3. Justin Paul: Business Environment, 1e 2006, Tata MH
4. Misra and Puri: Indian Economy, Himalaya, 2007
5. Francis Cherunilam: Business Environment: Text and Cases, 17/e, Himalaya, 2007
6. Recent Economic Survey Report of Government of India
7. Suresh Bedi: Business Environment, Excel, 2007
8. Palle Krishna Rao: WTO—Text & Cases, 1/e, PSG Excel Series, 2005

SEMESTER I

PAPER VI: COMPUTER APPLICATIONS FOR MANAGERS

Unit 1 - Computers and Business:

Computer : Definition – Evolution – Impact of Computers in the Society –The Trends in IT including Hardware, Operating Systems, Software and Packages and Peripherals – Applications of Computers in Business.

Unit 2 - Windows & Word Processing:

Using Windows – Using Windows Explorer – Word Basics – Formatting Text and Documents – Working with Headers, Footers and Foot Notes – Tabs, Tables and Sorting – Working with Graphics – Templates and Wizards – Creating Macros and Menus – Mail merge.

Unit 3 - Use of Spreadsheet:

Excel basics – Arranging Worksheets – Functions – Chart and Its Features – Graphics – What if Projects.

Unit 4 - Database applications:

Introduction to Access – Creating Databases – Forms – Entering and Editing Data – Finding, Sorting and Displaying Data – Reports, Letters and Labels – Relationships – Expressions and Macros – Linking, Importing and Exporting Records.

Unit 5 – Application for Presentations and World Wide Web:

Power point Basics – Making a Presentation – Slide shows – Animations and special effects.

Introduction to World Wide Web - Internet operations - Introduction to Electronic Commerce and Electronic Business - Need for Cyber Protection

REFERENCES:

1. Sanjay Saxena, MS Office 2000 for Everyone, Vikas Publishing House.
2. Krishnan N, Windows and MS Office 2000 with Database Concepts, Scitech Publications, Chennai.
3. Griever, Yair Alan, FoxPro 2.6: Code Book, BPB Publishers, New Delhi, 1994.
4. Edward Jones, FoxPro 2.5 for Windows Inside & Out, McGraw Hill, 1996.
5. David Whigam, Quantitative Business Methods Using Excel, Oxford, 1998.
6. Edward Willet, David Crowder, and Rhonda Gowder, MS Office Bible, IDG Books India Pvt Ltd.

SEMESTER II

PAPER I : RESEARCH METHODS FOR BUSINESS DECISIONS

- UNIT I INTRODUCTION: Definition of Research, Qualities of Researcher, Components of Research Problem, Various Steps in Scientific Research, Types of Research; Hypotheses Research Purposes – Research Design – Survey Research – Case Study Research.
- UNIT II DATA COLLECTION: Sources of Data: Primary Data, Secondary Data; Procedure Questionnaire – Sampling Merits and Demerits Experiments – Kinds – Procedure; Control Observation – Merits – Demerits – Kinds – Procedure – Sampling Errors – Type-1 Error Type-2 Error.
- UNIT III STATISTICAL ANALYSIS: Introduction to Statistics – Probability Theories Conditional Probability, Poisson distribution, Binomial Distribution and Properties of Normal Distributions. Point and Interval Estimates of Means and Proportions; Hypothesis Tests, One Sample Test – Two Sample Tests / Chi-Square Test, Association of Attributes – t-Test – Standard deviation – Co-efficient of variations – Index Number, Time Series Analysis, Decision Tree.
- UNIT IV STATISTICAL APPLICATIONS: Correlation and Regression Analysis – Analysis of Variance, Completely Randomized Design, Randomized Complete Block Design, Latin Square Design – Partial and Multiple Correlation – Discriminate Analysis – Cluster Analysis – Factor Analysis and Conjoint Analysis – Multifactor Evaluation, Two-factor Evaluation Approaches.
- UNIT V RESEARCH REPORTS: Structure and Components of Research Report, Types of Report, Good Research Report, Pictures and Graphs, Introduction to SPSS.

REFERENCES

1. Wilkinson & Bhandarkar: METHODOLOGY AND TECHNIQUES OF SOCIAL RESEARCH.
2. Pauline Vyoung: SCIENTIFIC SOCIAL SURVEYS AND RESEARCH.
3. Panneerselvam, R., RESEARCH METHODOLOGY, Prentice Hall of India, New Delhi, 2004.
4. Kothari: RESEARCH METHODOLOGY
5. Festinger, L & D. Katz: RESEARCH METHODS IN BEHAVIOURAL SCIENCE.
6. Sellitz et al: RESEARCH METHODS IN SOCIAL RELATIONS.

SEMESTER II

PAPER II : MARKETING MANAGEMENT

- UNIT I Introduction to Marketing and Marketing Management, Marketing Concepts – Strategic, Management and Marketing Process – Marketing environment – Consumer Markets and buying behaviour – Market segmentation and targeting and positioning marketing mix.
- UNIT II Product decisions – concept of a product – Product mix decisions – Brand decision – New product development strategies – Product life cycle strategies.
- UNIT III Price Decisions – Pricing objectives – Pricing policies and constraints – Different pricing method product line pricing and new product pricing.
- UNIT IV Channel decision – Nature of Marketing channels – Types of Channel flows – Channel functions – Channel co-operation, conflict and competition – Direct Marketing – Telemarketing – Internet shopping.
- UNIT V Promotion Decision – Promotion mix – Advertising Decision, advertising objective – advertising campaign – Advertisement effectiveness sales promotion & publicity – Sales force decision.

REFERENCES

1. Philip Kotler: MARKETING MANAGEMENT-ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi.
2. Cundiff, Still & Govoni: FUNDAMENTALS OF MODERN MARKETING, Prentice Hall of India, New Delhi.
3. Ramaswamy V S & Namakumari.S: MARKETING MANAGEMENT – Planning Implementation and Control, Macmillan Business Books, 2002.
4. Michael J. Etzel, MARKETING, Tata McGraw Hill.
5. William O. Bearden, MARKETING, Principles and Perspectives, International Edition.
6. Jobber, PRINCIPLES AND PRACTICE OF MARKETING, McGraw Hill.

SEMESTER II

PAPER III : HUMAN RESOURCES MANAGEMENT

- UNIT I Introduction to Human Resource Management: Context and Concept of People Management in a Systems Perspective – Organization and Functions of the HR and Personnel Department – HR Structure and Strategy; Role of Government and Personnel Environment including that of MNCs.
- UNIT II HR PLANNING AND SELECTION: Human Resource Information System (HRIS), Manpower Planning – Selection System including Induction – Performance and Potential Appraisal; Coaching and Mentoring; HRM issues and practices in the context of Outsourcing as a strategy and MNCs.
- UNIT III PERSONNEL DEVELOPMENT AND RETIREMENT: Training and Development – Methods, Design & Evaluation of T & D Programmes; Career Development – Promotions and Transfers – Personnel Empowerment including Delegation – Retirement and Other Separation Processes.
- UNIT IV FINANCIAL COMPENSATION, PRODUCTIVITY AND MORALE: Principal Compensation Issues & Management – Job Evaluation – Productivity, Employee Morale and Motivation; Stress Management and Quality of Work Life.
- UNIT V BUILDING RELATIONSHIPS & FACILITATING LEGISLATIVE FRAME WORK: Trade Unions – Managing Conflicts – Disciplinary Process – Collective Bargaining – Workers and Managerial Decision Making – Concept, Mechanics and Experience.

REFERENCES

1. Pramod Verma: PERSONNEL MANAGEMENT IN INDIAN ORGANIZATIONS, (Oxford & IBM Publishing Co. Ltd)
2. Venkata Ratnam C.S & Srivatsava B.K: PERSONNEL MANAGEMENT AND HUMAN RESOURCES (Tata McGraw Hill)
3. Bohlander, Snell, Sherman: MANAGING HUMAN RESOURCES (Thomson – South Western)

PAPER IV : FINANCIAL MANAGEMENT

- UNIT I Financial Management: Meaning, nature and scope of finance; financial goal – Profit Vs. wealth maximization; Finance functions – investment, financing and dividend decisions.
- UNIT II Capital Budgeting: Nature of investment decisions ; Investment evaluation criteria – net present value, internal rate of return, profitability index, payback period, accounting rate of return: NPV and IRR comparison; Capital rationing; Risk analysis in capital budgeting. Cost of Capital: Meaning and significance of cost of capital: Calculation of cost of debt, preference capital, equity capital and retained earnings; combined cost of capital (weighted); Cost of equity and CAPM;
- UNIT III Operating and Financial Leverage: Measurement of leverages; Effects of operating and financial leverage on profit; analyzing alternate financial plans; combined financial and operating leverage. Capital Structure Theories: Traditional and M.M. Hypotheses – Without taxes and with taxes; Determining capital structure in practice.
- UNIT IV Dividend Policies: Issues in dividend decisions, Walter’s model. Gordon’s model. M-M hypothesis, dividend and uncertainty, relevance of dividend; dividend policy in practice; Forms of dividends; stability in dividend policy; corporate dividend behavior.
- UNIT V Management of working Capital: Meaning, significance and types of working capital: Calculating operating cycle period and estimation of working capital requirements; Financing of working capital and norms of bank finance; Sources of working capital: Factoring services; various committee reports on bank finance; Dimensions of working capital management.

REFERENCES

1. Brealey, Richard A and Steward C. Myers: Corporate Finance, McGraw Hill, Int. Ed., New York.
2. Chandra, Prasanna: Financial Management, Tata McGraw Hill, Delhi.
3. Hampton, John: Financial Decision Making, Prentice Hall, Delhi.
4. Bhattacharya, Hrishikas: Working Capital Management: Strategies and Techniques, Prentice Hall, New Delhi.
5. Pandey, I.M: Financial Management, Vikas Publishing House, Delhi.

PAPER – V : GLOBAL BUSINESS ENVIRONMENT

- UNIT I Global Business: An overview – means of engaging in International Business – external influences of international business – the human and cultural environments facing business.
- UNIT II Political Systems and Business environment – Different Political systems of the world – Impact of political systems on economic and business environment – Case studies- The USA, Japan, UK, Germany, China and India.
- UNIT III Country evaluation and selection – scanning for alternative – influential variable – Return on Investment – country company consideration.
- UNIT IV Impact of the Multinational enterprises – evaluating the impact of the MNE – economic impact of the MNE – operational and political impact of International Business.
The Growth and special problems of Multinational Corporations – Reasons for the growth of MNCs – Special problems – Transfer Pricing – Problems and benefits from the growth of MNCs.
- UNIT V International Trade and Monetary System – International Trading Framework – General Agreement on Tariff and Trade – Balance of Payments – International Monetary Fund – European Monetary System – WTO.
Scanning International Business opportunities – opportunities in Developed countries – North America and Western Europe, Japan, Australia – opportunities in less developed countries, OPEC, Latin America, South Asia and China.
Introduction to Foreign Exchange Market Preliminaries – Foreign Exchange risk, hedging and speculation – Introduction to exchange rate theories.

REFERENCES

1. John D. Daniels & Lee H. Radebough: International Business Addison Wesley Publishing Company.
2. David S. Kidwell, Richard L. Peterson, David W. Blackwell: Financial Institutes, Market and Money, Harcourt Brace Jovanovion – 1993.

PAPER VI : STRATEGIC MANAGEMENT

- UNIT I Concepts of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBU); Functional level strategies.
- UNIT II Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis
- UNIT III Strategy Formulation and Choice of alternatives : Strategies – modernization, diversification integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice – industry, competitor and SWOT analysis, factors affecting strategic choice; Generic competitive strategies – cost leadership, differentiation, focus, value chain analysis, benchmarking, service blue printing.
- UNIT IV Functional Strategies: Marketing, production/operations and R & D plans and policies – Personnel and financial plans and policies.
- UNIT V Strategy Implementation: Inter – relationship between formulation and implementation; Issues in strategy implementation; Resource allocation – Strategy and Structure: structural considerations, structures for strategies; Organizational design and change – Strategy Evaluation: Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.

REFERENCES

1. Bhattachary, S.K and N.Venkataramin: Managing Business Enterprise: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.
2. Budhiraja.S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
3. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw – Hill International Edition.
4. H. Igor, Ansoff: Implanting Strategic Management, Prentice Hall, New Jersey.
5. Michal, E Porter: The Competitive Advantage of Nations, Macmillan, New Delhi.
6. Mintzberg, Henry and James Brian Quinn: The Strategy Process, Prentice Hall, New Jersey.

PAPER – I : CONSUMER BEHAVIOR

- UNIT I Consumer Behavior and Marketing Action: An overview – Consumer involvement, decision-making processes and purchase behavior and marketing implications – Consumer behavior models
- UNIT II Environmental influences on consumer behavior – Cultural influences – Social class, reference groups and family influences – Opinion leadership and the diffusion of innovations – Marketing implications of the above influences.
- UNIT III The individual consumer and buying behavior and marketing implications – Consumer perceptions, learning, attitudes, motivation and personality – psychographics, values and lifestyles.
- UNIT IV Strategic marketing applications – Market segmentation strategies – Positioning strategies for existing and new products, Re-positioning, perceptual mapping – Marketing communications – Source, message and media effects. Store choice and shopping behavior – In-Store stimuli store image and loyalty – Consumerism – Consumer rights and Marketers' responsibilities.
- UNIT V The Borderless Consumer Market and buying behavior – Consumer buying habits and perceptions of emerging non-store choices – Research and applications of consumer responses to direct marketing approaches – Issues of privacy and ethics.

REFERENCES

1. Loudon and Della Bitta: CONSUMER BEHAVIOR: CONCEPTS AND APPLICATIONS, Tata Mc-Graw Hill.
2. Henry Assael: CONSUMER BEHAVIOR AND MARKETING ACTION, Kent Publishing.
3. Berkman & Gilson: CONSUMER BEHAVIOR: CONCEPTS AND STRATEGIES, (Kent Publishing Co.,)
4. Bennet and Kassarian: CONSUMER BEHAVIOR (Prentice Hall of India)
5. Schiffman and Kanuck: CONSUMER BEHAVIOR, Pearson Education Asia, 7th Edition.
6. Hawkins, Best & Concy: CONSUMER BEHAVIOR, Tata McGraw Hill.
7. Efraim Turban, Jae Lee, David King, & I-I. Michael Chung: Electronic Commerce: Managerial Perspective, Pearson Education Inc., 2000.

PAPER II : MARKETING RESEARCH

- UNIT I The Marketing Research System – Definition of MR – Basic and Applied Research – the' Research Process – Types of Research – Steps in MR Process – Research Design – Data Sources – Marketing Information System.
- UNIT II Sampling – Simple and Complex Sampling Procedures – Stratigical, Systematic, Area, Random-Digit Dialing – Sample Size – Sampling Errors.
- UNIT III Measurement and Casuality – Factors in Measurement – Concepts of Validity and Reliability – Attitude Measurement – Scaling Procedures – Casual Designs Four Design Procedures.
- UNIT IV Data Instruments – Data Collecting Methods – Field Operations – Errors' and Difficulties – Data Processing, Coding and Editing.
- UNIT V Data Analysis – Univariate, Bivariate, Multivariate – Hypothesis Testing – Descriptive and Inferential Statistics – Anova, Ancova, Manova, Factor, luster, Discriminant Analysis – Report Writing – Presentation of Data – Diagrammatic – Pareto analysis – Ishikawa diagrams.

METHODOLOGY: (1) Lectures (2) Written Notes (3) Assignments (4) Computer Practicals (Using Word Star, Lotus 1-2-3, Packages like Stat Graph, Statistics (SX) and SPSS) (5) Project Work.

REFERENCES

1. Naresh K. Malhotra: **MARKETING RESEARCH: AN APPLIED ORIENTATION**, Pearson Education, Asia.
2. Thomas C. Kinnear & James R. Taylor: **MARKETING RESEARCH**.
3. Aaker, Kumar & Day: **MARKETING RESEARCH**, John Wiley & Sons, 1998.
4. Boyd, Westfall & Stasch: **MARKETING RESEARCH, TEXT AND CASES**, Richard D Irwin Inc., AITBS.
5. Paul E. Green & Donald S. Tull: **RESEARCH FOR MARKETING DECISIONS**.
6. Richard I. Levin: **STATISTICS FOR MANAGEMENT**.
7. Gibert A. Churchill, Jr.: **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS**.

SEMESTER III

PAPER III : INDUSTRIAL MARKETING

- UNIT I Introduction to Industrial Markets – Industrial Marketing System, Concepts and Characteristics – Types of Industrial Markets – Industrial Buyer Behavior.
- UNIT II Strategic Industrial Marketing (S.T.P) – Marketing Information Systems and Marketing Research.
- UNIT III Classification of Industrial Products and Services – New Product Development and Introduction – Industrial Product Management – Pricing Decisions in Industrial Markets.
- UNIT IV Formulating Channel Strategies and Physical Distribution decisions – Promotional Strategies for Industrial Goods / Services.
- UNIT V Developing Marketing Strategies and Programs for Industrial Goods / Services.

METHODOLOGY

1. Lectures.
2. Presentations.
3. Case Analysis and Discussion.

REFERENCES

1. Richard M. Hill, Ralph S. Alexander & James S. Cross: INDUSTRIAL MARKETING; All India Traveller Book Seller Publishers and Distributors.
2. Robert R. Reeder, Edward G. Brierty & Betty H. Reeder: INDUSTRIAL MARKETING; Prentice-Hall International, 1987.

RECOMMENDED READING MATERIAL

1. Peter M. Chisnall: STRATEGIC INDUSTRIAL MARKETING; Prentice-Hall International,
2. Industrial Marketing Cases and Articles from HARVARD BUSINESS REVIEW, JOURNAL OF MARKETING AND JOURNAL OF MARKETING RESEARCH.

SEMESTER III

PAPER IV : LOGISTICS MANAGEMENT

- UNIT I PERSONAL SELLING: Types of Selling – Alternative Sales Structures: Network Marketing – Mail order selling – Elements of direct marketing – Teleshopping – Telemarketing – Systems selling. The selling process – Strategies and Styles – formulating sales objectives – Sales forecasting – Estimating market and Sales Potentials.
- UNIT II THE SALES FORCE: Size of the sales force, sales organization based on customer, geography, product and combinations and current trends – Sales training programs and motivating the sales force – Sales force compensation, sales incentives and sales
- UNIT III PHYSICAL DISTRIBUTION: Participants in the physical distribution function, the environment of physical distribution – Channel Design strategies and structures, selecting channel members, setting distribution objectives and tasks – Target markets and channel design strategies.
- UNIT IV MANAGING THE MARKETING CHANNEL: Product, Pricing and Promotion issues in channel Management and Physical Distribution – Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail co-operatives, Franchise systems and corporate marketing systems.
- UNIT V E-ENABLED SELLING AND DISTRIBUTION: E-Commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation, e-enabled logistics management and tracking systems.

REFERENCES

1. Charles Futrell: SALES MANAGEMENT, Pearson Education Books
2. Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing: SALES MANAGEMENT, McGraw Hill.
3. Bert Rosenbloom: MARKETING CHANNELS, A MANAGEMENT VIEW, Dryden Press.
4. Coughlan, Anderson, Stem & EI Ansary: MARKETING CHANNELS, Prentice-Hall India.
5. Bowersox & Closs: LOGISTICAL MANAGEMENT, Tata McGraw Hill.
6. Satish K. Kapoor & Purva Kansal: BASICS OF DISTRIBUTION MANAGEMENT – A LOGISTICAL APPROACH, Prentice-Hall India, 2003.

SEMESTER III

PAPER V : RETAIL MARKETING

- UNIT I An overview of retailing – Types of stores – Product retailing vs. Service retailing – Non-store retailing – Retail strategy – Achieving competitive advantage and positioning – Retailing environment – Legal, Social, Economic, Technological, Issues – Trends in the Indian Retailing Industry.
- UNIT II Retail store location and layout – Country/Region analysis – Trade area analysis – Site evaluation and selection – Store design and layout – Comprehensive store planning – Exterior design and layout – Interior store design and layout – Interior design elements.
- UNIT III Planning merchandise needs and merchandise budgets – Methods for determining inventory evaluation – Assortment planning, buying and vendor relations – Merchandise pricing – Price strategies – Psychological pricing – Mark-up and markdown strategies.
- UNIT IV Communicating with the retail customer – Retail promotion mix- Advertising – Sales promotion – Publicity – Retail selling process – Retail database.
- UNIT V Globalization and changing retail formats – Virtual store – E-relating International Retailing – Opportunities – Market entry formulas – new customized formats)customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk (‘shopping arcades’)

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1. Ron Hasty and James Reardon: RETAIL MANAGEMENT.
2. Rona Ostrow and Sweetman R. Smith: DICTIONARY OF RETAILING.
3. Lucas, Robert Bush & Larry Gresham: RETAILING (Hononghton Miffin, AIPD, India).

SEMESTER III

PAPER VI : BRAND MANAGEMENT

- UNIT I Introduction – Basic understanding of Brands – Concepts and process – Significance of a brand – Brand mark and trademark – different types of brands – family brand, individual brand, private band – selecting a brand name – functions of a brand – branding decisions – influencing factors.
- UNIT II Brand Associations - Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building.
- UNIT III Brand Impact: Branding impact on buyers – Competitors, Brand loyalty – loyalty programmes – Brand equity – role of brand manager – relationship with manufacturing – marketing – finance – purchase – R & D – brand audit.
- UNIT IV Brand Rejuvenation: Brand rejuvenation and relaunch – brand development through acquisition and takeovers and merger – Monitoring brand performance over product life cycle. Co-branding.
- UNIT V Brand Strategies: Designing and implementing branding strategies – Case studies.

REFERENCES

1. Kevin Lane Keller, “Strategic brand Management” Pearson Education, New Delhi 2003.
2. Lan Batey, “Asian Branding – A great way to fly”, Prentice Hall of India, Singapore, 2003.
3. Jean Noel, Kapferer “Strategic Brand Management”, The Free Press, New York, 1992.
4. S. Ramesh Kumar, “Managing Indian Brands” Vikas Publishing House (P) Ltd, New Delhi, 2002.

SEMESTER IV

PAPER I : RURAL MARKETING

- UNIT I Rural Economy – Rural – Urban disparities – policy interventions required – Rural face to Reforms – The Development exercises in the last few decades.
- UNIT II Rural Marketing – Concept and Scope – Nature of rural markets – attractiveness of rural markets – Rural Vs Urban Marketing – Characteristics of Rural consumers – Buying decision process – Rural Marketing Information System – Potential and size of the Rural Markets.
- UNIT III Selection of Markets – Product Strategy – Product mix Decisions – Competitive product strategies for rural markets.
- UNIT IV Pricing strategy – pricing policies – innovative pricing methods for rural markets – promotion strategy – appropriate media – Designing right promotion mix – promotional campaigns.
- UNIT V Distribution – Logistics Management – Problems encountered – selection of appropriate channels – New approaches to reach out rural markets.

REFERENCES

1. Philip Kotler – Marketing Management, Prentice-Hall India Ltd.
2. Agarwal A.N – Indian Economy – Vikas Publication.
3. Ruddar Dutt Sundaram – Indian Economy – Tata McGraw Hill, Publishers.
4. CSG Krishnamacharylu & Laitha Ramakrishna – Rural Marketing, Pearson Edu Asia.

SEMESTER IV

PAPER II: SERVICES MARKETING

UNIT I MARKETING OF SERVICES – Introduction – Growth of the Service Sector – The concept of Service – Characteristics of Services – Classification of Services – Designing the Service – Blueprinting, Using Technology, Developing Human Resources, Building Service Aspirations.

UNIT II MARKETING MIX IN SERVICES MARKETING – The SEVEN Ps – Product Decisions, Pricing Strategies and Tactics, Promotion of Services and Placing or Distribution Methods for Services – Additional Dimensions in Services Marketing – People, Physical Evidence and Process.

UNIT III STRATEGIC MARKETING MANAGEMENT FOR SERVICES – Matching Demand and Supply through Capacity Planning and Segmentation – Internal Marketing of a Service – External versus Internal Orientation of Service Strategy.

UNIT IV DELIVERING QUALITY SERVICES – Causes of Service – Quality Gaps: The Customer Expectations versus Perceived Service Gap, Factors and Techniques to Resolve this Gap – Gaps in Service – Quality Standards, Factors and Solutions – The Service Performance Gap – Key Factors and Strategies for Closing the Gap – External Communication to the Customer: the Promise versus Delivery Gap – Developing Appropriate and Effective Communication about Service Quality.

UNIT V MARKETING OF SERVICES WITH SPECIAL REFERENCE TO

- i. Financial Services
- ii. Health Services
- iii. Hospitality Services including Travel, Hotels and Tourism
- iv. Professional Services
- v. Public Utility Services
- vi. Communication Services
- vii. Educational Services

REFERENCES

1. Valerie Zeithaml & Mary Jo Bitner: SERVICES MARKETING, McGraw Hill.
2. Christopher H. Lovelock: SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY Pearson Education Asia.

PAPER III: ADVERTISING MANAGEMENT

- UNIT I ADVERTISING – AN INTRODUCTION – Origin and Development – Definition and Classification – Planning Framework – Organizing Framework – the Advertiser and the Advertising Agency interface. STRATEGIC ADVERTISING DECISIONS – Setting Advertising Objectives – The Budget Decision – Preparing the Product and Media Brief.
- UNIT II COPY DECISIONS – Visualization of Ad Layout – Elements of Ad Copy and Creation – Principles of verbal versus visual thinkers, Styles and Stages in advertising copy creation – Copy (Pre-) Testing methods and measurements.
- UNIT III MEDIA DECISIONS – Media Planning and Selection – Concepts of Reach, Frequency, Continuity, and Selectivity – Measures of Media Cost Efficiency – Media (Readership / Viewership) Research. The Internet as an Advertising Medium: Tracking Website visits, page views, hits, and click-stream analysis, permission marketing and privacy, ethical concerns.
- UNIT IV Measuring Advertising Effectiveness – Control of Advertising by practitioners, media and the market – Advertising in the International Market-place – Advertising and Principles of Integrated Marketing Communication and Image Building.
- UNIT V SALES PROMOTION – Rationale, Types – Consumer and Trade Promotions – Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues. BRAND EQUITY – Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve ‘brand-standing’ – Leveraging Brand Values for business and non-business contexts.

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1. Wells, Burnett & Moriarty: ADVERTISING PRINCIPLES AND PRACTICES, Prentice-Hall.
2. June Valladares: THE CRAFT OF COPYWRITING, Sage Publications.
3. J V Vilanilam & A K Varghese: ADVERTISING BASICS! A RESOURCE GUIDE FOR BEGINNERS, Response Books, Sage Publications.
4. Wright, Winter & Zeigler: ADVERTISING, Tata McGraw Hill.

PAPER IV : SALES AND DISTRIBUTION MANAGEMENT

- UNIT I The Sales perspective
Introduction to sales management – the sales organization – sales functions and policies – personal selling – international sales management
- UNIT II Planning the sales effort
Sales planning – sales budgets – estimating market potential and forecasting sales – sales quotas – sales and cost analysis.
- UNIT III Sales Efforts
Hiring and Training sales personnel – time and territory management – compensating sales personnel – Motivating the sales force – Leading the sales force – Evaluating sales force performance.
- UNIT IV Distribution Management
Marketing Logistics – Marketing channels – Channel Integration – Channel management
- UNIT V Channel Control
Evaluating channel performance – Managing channel conflicts – Channel information systems - Channel Institutions & Future growth
Wholesaling – Retailing – Ethical and social issue in sales and distribution management

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1. Philip Kotler: “Marketing Management – Analysis Planning and Control”, Prentice Hall of India, New Delhi.
2. Cundiff, Still and Govoni, “Fundamentals of Modern Marketing”, Prentice Hall of India, New Delhi.

PAPER V : CUSTOMER RELATIONSHIP MANAGEMENT

- UNIT I CRM concepts: Acquiring customers, customer loyalty, and optimizing customer relationships. CRM defined: success factors, the three levels of Service/Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.
- UNIT II CRM in Marketing: One-to-one Relationship Marketing, Cross Selling & up Selling, Customer Retention, Behavior Prediction, Customer profitability & Value Modeling, Channel optimization, Event-based marketing. CRM and Customer service: The Call Centre, Call Scripting, Customer satisfaction measurement.
- UNIT III Sales Force Automation – Sales process, activity, Contact, Lead and Knowledge Management. Field force automation. CRM links in e-business: E-Commerce and Customer relationships on the Internet, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship management (PRM).
- UNIT IV Analytical CRM: Managing and sharing customer data – Customer information databases, Ethics and legalities of data use. Data warehousing and Data Mining concepts. Data analysis: Market Basket Analysis (MBA), Click stream analysis, Personalization and collaborative filtering.
- UNIT V CRM Implementation: Defining success factors, preparing a business plan – requirements, justification, processes. Choosing CRM tools: Defining functionalities, Homegrown versus out-sourced approaches. Managing customer relationships: conflict, complacency, Resetting the CRM strategy. Selling CRM internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

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1. Stanley A. Brown: CUSTOMER RELATIONSHIP MANAGEMENT, John Wiley & Sons, Canada, Ltd.
2. Jagdish Seth, et al: CUSTOMER RELATIONSHIP MANAGEMENT
3. Paul Greenberg: CRM AT THE SPEED OF LIGHT: CAPTURING AND KEEPING CUSTOMERS IN INTERNET REAL TIME.
4. Jill Dyche: THE CRM HANDBOOK: A BUSINESS GUIDE TO CUSTOMER RELATIONSHIP MANAGEMENT, Addison Wesley Information technology Series.

PAPER VI : GLOBAL MARKETING

- UNIT I The importance of world trade – Scope and challenges of international marketing – Recent trends and developments in international trade – protectionism, trade barriers, easing trade restrictions, role of the IMF and World Bank, WTO and TRIPS, TRIMS and liberalization of service industries.
- UNIT II The international marketing environment – Political and legal systems – Multilateral and Geographical Groupings – Culture and Business Customs – Economic and Financial dimensions
- UNIT III Assessing international market opportunities – marketing research – International marketing management – planning and organization – Market entry strategies – export, joint ventures and direct investments.
- UNIT IV Global product management – standardization vs. differentiation – Product planning and development – Marketing industrial products and services globally – Pricing for international markets
- UNIT V Global logistics management – International distribution systems – Global advertising and promotional strategies – Sales management – Developing marketing strategies and programs for international markets

Methodology: Lectures, term papers, industry visit and case discussions

REFERENCES

1. Philip R. Cateora and John L. Graham: INTERNATIONAL MARKETING, (Irwin McGraw-Hill, 1999, 10th Edn)
2. Micheal R. Czinkota and Iikka A. Ronkainen: GLOBAL MARKETING, (The Dryden Press, 1996).
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