MBA (Marketing) - III Semester

PAPER - XI
CONSUMER BEHAVIOUR

Course Code: 36
Paper Code: MBMM 3001

Objectives
- To understand the conceptual foundations of consumer buying behavior
- To create awareness of the theories of motivation and perception as applied in consumer behavior, and
- To acquaint with the communication and consumer decision making

UNIT - I
Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models

UNIT - II
Environmental influences on Consumer Behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.

UNIT - III
Consumer buying behaviour - Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles, Click-o-graphic.

UNIT - IV
Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.

UNIT - V
The Global Consumer Behaviour and Online buying behaviour - 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

Benet and Kassarjian, CONSUMER BEHAVIOUR, Prentice Hall of India, New Delhi
Michael R. Solomon, Consumer Behaviour, PHI Learning Private Limited, New Delhi, 2011
Ramanuj Majumdar, CONSUMER BEHAVIOUR, Prentice Hall of India, New Delhi, 2011
Berkman & Gilson, CONSUMER BEHA VIOUR:CONCEPTS AND STRATEGIES, Kent Publishing Company.
MBA (Marketing) - III Semester  

**PAPER-XII**  
**MARKETING RESEARCH**

Course Code: 36  
Paper Code: MBMM 3002

**Objectives**
- To introduce the basic concepts of research and methodology of conducting researches in marketing domain, and
- To provide a foundation to pursue a professional career in Marketing Research domain.

**UNIT – I**  

**UNIT-II**  

**UNIT-III**  
Measurement & Scaling in Marketing Research: Measurement concept – Sources of variation in Measurement, Validity & reliability of Measurement - Attitude measurement – Scaling Procedure

**UNIT-IV**  
Data Instruments - Data Collection- Online data collection - Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing, Coding and Editing.  
Data Analysis - -Hypothesis Testing - Report Writing - Presentation of Data.

**UNIT- V**  

**REFERENCES**
- **Paul E. Green & Donald S. Tull**, RESEARCH FOR MARKETING DECISIONS. *PHI Learning Private Limited, New Delhi, 2009*
- **S.C. Gupta**, MARKETING RESEARCH, *Excel Books India, 2007*
MBA (Marketing) - III Semester  

PAPER-XIII  
INDUSTRIAL MARKETING

Course Code: 36  
Paper Code: MBMM 3003

Objectives:
- To help the learner distinguish between consumer marketing and industrial marketing
- To understand the nuances of industrial marketing, and
- To learn to formulate industrial marketing strategies and also design industrial marketing mix elements

UNIT-I  

UNIT-II  

UNIT-III  

UNIT-IV  
Formulating Channel Strategies and Physical Distribution decisions – Channel Management - Promotional Strategies for Industrial Goods/ Services.

UNIT - V  

REFERENCES


Milind T. Phadtare, INDUSTRIAL MARKETING, Prentice Hall of India Pvt. Ltd, New Delhi,2008


Peter M. Chisnall, STRATEGIC INDUSTRIAL MARKETING; Prentice-Hall International

MBA (Marketing) - IV Semester

PAPER-XIV

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Code: 36

Paper Code: MBMM3004

Objectives

- To introduce process and functions of physical distribution system
- To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network, and
- To provide an insight into the role of Internet Technologies and electronic commerce in supply chain management

UNIT - I

Physical distribution: Participation in the physical distribution functions – 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 - II

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 - III


UNIT - IV


UNIT-V


REFERENCES

N. Chandrasekaran, SUPPLY CHAIN MANAGEMENT, Oxford University Press, 2010


Sunil Chopra, Meindl & Kral, SUPPLY CHAIN MANAGEMENT, Pearson Education, India, 2009


MBA (Marketing) - III Semester

PAPER-XV

RETAIL MARKETING

Course Code: 36  Paper Code: MBMM 3005

Objectives
- To understand the concept, process and management of retail business
- To develop an understanding of the retail strategy and planning process, and
- To have an understanding of merchandise process

UNIT – I

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- In-store customer service.

UNIT - V
Globalization and changing retail formats – Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk 'shopping arcades')

REFERENCES
Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi, 2010
Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi, 2009
Fernie, PRINCIPLES OF RETAILING, Elsevier Publishing, 2010
MBA (Marketing) - IV Semester

PAPER-XVI
RURAL MARKETING

Course Code: 36
Paper Code: MBMM4001

Objectives

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

UNIT- I
Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

UNIT-II

UNIT-III

UNIT-IV
Pricing strategy - pricing polices - 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 – Electronic choupal applications.

REFERENCES


CSG Krishnamacharylu & Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia, 2009

Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi


Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill, Publishers, New Delhi
MBA (Marketing) - IV Semester

PAPER-XVII

SERVICES MARKETING

Course Code: 36  Paper Code: MBMM 4002

Objectives

- To familiarize with the special characteristics of services relevant for marketing
- To analyze the customer satisfaction and complaint management in services
- To evaluate the financial implications of improvement in services, and
- To acquaint with CRM application in service 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 – Internet as a service channel.

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

UNIT – V
Marketing of Services with special reference to Financial Services - Health Services - Hospitality Services including Travel, Hotels and Tourism - Professional Services - Public Utility Services - Communication Services - Educational Services.

REFERENCES


Christopher H. Lovelock, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, Pearson Education Asia.


MBA (Marketing) - IV Semester

PAPER-XVIII
ADVERTISING & SALES PROMOTION

Course Code: 36
Paper Code: MBMM 4003

Objectives

➢ To understand the process of marketing communications.
➢ To understand and integrate marketing communications theory and concepts with all elements of the promotional mix, and
➢ To acquaint students with approaches and methods to develop, execute and evaluate advertising campaigns.

UNIT - I

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

UNIT - V
Sales Promotion - Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues.

REFERENCES

Aaker, Batra & Myers, ADVERTISING MANAGEMENT: Prentice Hall, India. 2008
Objectives

- To understand the concepts and principles of CRM
- To appreciate the role and changing face of CRM as an IT enabled function, and
- To enable managing Customer Relationship.

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

UNIT - III

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

REFERENCES

Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limited, New Delhi. 2011
S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008
Kaushik Mukherjee, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008
Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT
V. Kumar & Werner J., CUSTOMER RELATIONSHIP MANAGEMENT, Willey India, 2008
MBA (Marketing) - IV Semester

PAPER-XX
GLOBAL MARKETING

Course Code: 36
Paper Code: MBMM 4005

Objectives
- This course is designed to provide knowledge of marketing management in the international scenario, and
- To enable the student to appreciate the nuances of international marketing environment and develop marketing strategies for the dynamic international markets.

UNIT –I
The international marketing environment - Political and legal systems - Multilateral and Geographical Groupings - Culture and Business Customs - Economic and Financial dimensions.

UNIT –II
Understanding the global consumer market - Scope and challenges of international marketing - Assessing international market opportunities - Marketing Research.

UNIT –III
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.

REFERENCES
Keiefer Lee & Steve Carter, GLOBAL MARKETING MANAGEMENT, Oxford University Press, 2009
Micheal R.Czinkota and Ilkka A.Ronkainen,GLOBAL MARKETING, CENGAGE Learning, 2007
Daniels, Raderbaugh & Sulliva, GLOBALIZATION AND BUSINESS, Prentice-Hall India,
Philip R.Cateora and John L.Graham, INTERNATIONAL MARKETING, Irwin McGraw-Hill
Masaaki & Helsen, GLOBAL MARKETING MANAGEMENT, John Willey & sons Inc, 2004
Terpstra & Sarathy, INTERNATIONAL MARKETING, Thomson Pres