

Stream/ Specialization: **Marketing Management**

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1.	BA5001	Brand Management	PE	3	3	0	0	3
2.	BA5002	Consumer Behaviour	PE	3	3	0	0	3
3.	BA5003	Customer Relationship Management	PE	3	3	0	0	3
4.	BA5004	Integrated Marketing Communication	PE	3	3	0	0	3
5.	BA5005	Retail Marketing	PE	3	3	0	0	3
6.	BA5006	Services Marketing	PE	3	3	0	0	3
7.	BA5007	Social Marketing	PE	3	3	0	0	3

BA5001

BRAND MANAGEMENT

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OBJECTIVES :

- To understand the basic Principles of branding.
- To understand the key issues in crafting and evaluating brand strategies
- To improve the skills in delivering persuasive brand presentations.
- To evaluate brand extension and its contribution to parent brand
- To develop an understanding of brand equity and a range of performance related outcomes.

UNIT I INTRODUCTION

8

Basics Understanding of Brands - Definitions - Branding Concepts - Functions of Brand - Significance of Brands - Different Types of Brands - Co branding - Store brands.

UNIT II BRAND STRATEGIES

10

Strategic Brand Management process - Building a strong brand - Brand positioning - Establishing Brand values - Brand vision - Brand Elements - Branding for Global Markets - Competing with foreign brands.

UNIT III BRAND COMMUNICATIONS

8

Brand image Building - Brand Loyalty programmes - Brand Promotion Methods - Role of Brand ambassadors, celebrities - On line Brand Promotions.

UNIT IV BRAND EXTENSION

9

Brand Adoption Practices - Different type of brand extension - Factors influencing Decision for extension - Re-branding and re-launching.

UNIT V BRAND PERFORMANCE

10

Measuring Brand Performance - Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers- Branding challenges & opportunities.

TOTAL: 45 PERIODS

OUTCOMES :

- Have a solid understanding of the key 'branding' concepts, methods and tools used by marketing practitioners.
- Be able to more confidently engage in and contribute to 'brand building' projects,

developments, and discussions.

REFERENCES :

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Pearson, 4th Edition, 2013.
2. Aker, David, Building Strong Brands, Simon and Schuster, 1995
3. Kapferer J.N, Strategic Brand Management, 4th edition, Kogan Press, 2008
4. Moorthi YLR, Brand Management - I edition, Vikas Publishing House 2001.

BA5002

CONSUMER BEHAVIOUR

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3 0 0 3

OBJECTIVES :

- To understand the concepts of consumer behaviour and its application in purchase decisions.
- To Analyse of the reasons and motives for consumer buying behaviour
- To analyse the relationship between psychological social and cultural drivers behind consumer behaviour and marketing
- To identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.

UNIT I INTRODUCTION

9

Concepts - Significance - Dimensions of Consumer Behavior - Application of knowledge of Consumer Behaviour in marketing decisions.

UNIT II CONSUMER BEHAVIOR MODELS

9

Industrial and individual consumer behaviour models - Howard- Sheth, Engel - Kollat, Webstar and wind Consumer Behaviour Models - Implications of the models on marketing decisions.

UNIT III INTERNAL INFLUENCES

9

Psychological Influences on consumer behavior - motivation - perception - personality Learning and Attitude- Self Image and Life styles - Consumer expectation and satisfaction.

UNIT IV EXTERNAL INFLUENCES

9

Socio-Cultural, Cross Culture - Family group - Reference group - Communication - Influences on Consumer behavior

UNIT V PURCHASE DECISION PROCESS

9

High and low involvement - Pre-purchase and post-purchase behavior - Online purchase decision process - Diffusion of Innovation - Managing Dissonance - Emerging Issues.

TOTAL: 45 PERIODS

OUTCOMES :

- Identify the major individual, social and cultural factors that affect consumers' decision making process;
- Explain and analyze the major stages which consumers usually go through when making a consumption-related decision
- Understand the essence of how consumers make decisions and assess the relevant implications for marketing practitioners

REFERENCES :

1. Leon G Schiffman, Joseph Wisemblit, S Ramesh Kumar , Consumer Behaviour, 11th edition, Pearson, 2015
2. Barry J.Babin, Eric G.Harris, Ashutosh Mohan, Consumer Behavior: A South Asian Perspective, Cengage Learning, Indian Edition, 6th Edition, 2016

3. P.C.Jain and Monika Bhatt., Consumer Behavior in Indian Context, S.Chand & Company, 2013.
4. Srabanti Mukherjee, Consumer behavior, Cengage Learning, 2012.
5. Assael, Consumer Behavior - A Strategic Approach, Biztranza, 2008
6. Dinesh kumar ,Consumer Behaviour, Oxford University Press,2015.

BA5003

CUSTOMER RELATIONSHIP MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE:

- To understand the need and importance of maintaining a good customer relationship.

UNIT I INTRODUCTION 9

Definitions - Concepts and Context of relationship Management - Evolution - Transactional Vs Relationship Approach - CRM as a strategic marketing tool - CRM significance to the stakeholders.

UNIT II UNDERSTANDING CUSTOMERS 9

Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis - Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments.

UNIT III CRM STRUCTURES 9

Elements of CRM - CRM Process - Strategies for Customer acquisition - Retention and Prevention of defection - Models of CRM - CRM road map for business applications.

UNIT IV CRM PLANNING AND IMPLEMENTATION 9

Strategic CRM planning process - Implementation issues - CRM Tools- Analytical CRM - Operational CRM - Call center management – Role of CRM Managers.

UNIT V TRENDS IN CRM 9

e- CRM Solutions - Data Warehousing - Data mining for CRM - an introduction to CRM software packages.

TOTAL: 45 PERIODS

OUTCOME :

- To use strategic customer acquisition and retention techniques in CRM.

REFERENCES :

1. G.Shainesh, Jagdish, N.Sheth, Customer Relationship Management A Strategic Perspective, Macmillan 2010
2. Alok Kumar et al, Customer Relationship Management : Concepts and applications, Biztantra, 2008
3. H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005.
4. Jim Catheart, The Eight Competencies of Relationship selling, Macmillan India, 2005.
5. Assel, Consumer Behavior, Cengage, 6th Edition.
6. Kumar, Customer Relationship Management - A Database Approach, Wiley India, 2007.
7. Francis Buttle, Customer Relationship Management : Concepts & Tools, Elsevier, 2004.
8. Zikmund. Customer Relationship Management, Wiley 2012 ..

OBJECTIVE:

- This course introduces students to the basic concepts of advertising and sales promotion and how business organizations and other institutions carry out such activities.

UNIT I INTRODUCTION TO ADVERTISEMENT**9**

Concept -definition-scope-Objectives-functions-principles of advertisement - Social, Economic and Legal Implications of advertisements - setting advertisement objectives - Advertisement Agencies - Selection and remuneration - Advertisement campaigns - case studies.

UNIT II ADVERTISEMENT MEDIA**9**

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales - Media strategy and scheduling. design and execution of advertisements -Message development - Different types of advertisements - Layout - Design appeal - Copy structure - Advertisement production - Print - Radio. T.V. and Web advertisements - Media Research - Testing validity and Reliability of ads - Measuring impact of advertisements - case studies.

UNIT III SALES PROMOTION**9**

Scope and role of sale promotion - Definition - Objectives of sales promotion - sales promotion techniques - Trade oriented and consumer oriented. Sales promotion - Requirement identification - Designing of sales promotion campaign - Involvement of salesmen and dealers - Out sourcing sales promotion national and international promotion strategies - Integrated promotion - Coordination within the various promotion techniques - Online sales promotions- case studies.

UNIT IV PERSONAL SELLING**9**

Introduction – Meaning – Functions- Personal selling process – Evaluation – Compensation – Motivation- Territory Management - Sales Report Preparation and Presentation- Ethical Issues

UNIT V PUBLICITY AND PUBLIC RELATIONS**9**

Introduction - Meaning - Objectives -Scope-Functions-integrating PR in to Promotional Mix-Marketing Public Relation function- Process of Public Relations-advantages and disadvantages of PR-Measuring the Effectiveness of PR- PR tools and techniques. Difference between Marketing, PR and Publicity -- Social publicity - Web Publicity and Social media - Publicity Campaigns

TOTAL: 45 PERIODS**OUTCOME :**

- Insight into the importance of advertising and sales promotion campaigns planning and objective setting in relation to consumer decision making processes.

REFERENCES :

1. George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 10th edition, 2014
2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education, 7th Edition, 2007.
3. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 3rd Edition, 2006.
4. Terence A. Shimp and J.Craig Andrews, Advertising Promotion and other aspects of Integrated Marketing Communications, CENGAGE Learning, 9th edition, 2016
5. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 3rd Revised edition edition, 2008.
6. Julian Cummings, Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work, Kogan Page, London, Fifth Edition Edition ,2010.
7. Jaishri Jefhwaney, Advertising Management, Oxford University Press, 2nd Edition, 2013.

OBJECTIVE:

- To understand the concepts of effective retailing

UNIT I INTRODUCTION 9

An overview of Global Retailing - Challenges and opportunities - Retail trends in India - Socio economic and technological Influences on retail management - Government of India policy implications on retails.

UNIT II RETAIL FORMATS 9

Organized and unorganized formats - Different organized retail formats - Characteristics of each format - Emerging trends in retail formats - MNC's role in organized retail formats.

UNIT III RETAILING DECISIONS 9

Choice of retail locations - internal and external atmospherics - Positioning of retail shops - Building retail store Image - Retail service quality management - Retail Supply Chain Management - Retail Pricing Decisions. Mercandising and category management - buying.

UNIT IV RETAIL SHOP MANAGEMENT 9

Visual Merchandise Management - Space Management - Retail Inventory Management - Retail accounting and audits - Retail store brands - Retail advertising and promotions - Retail Management Information Systems - Online retail - Emerging trends .

UNIT V RETAIL SHOPPER BEHAVIOUR 9

Understanding of Retail shopper behavior - Shopper Profile Analysis - Shopping Decision Process - Factors influencing retail shopper behavior - Complaints Management - Retail sales force Management - Challenges in Retailing in India.

TOTAL: 45 PERIODS

OUTCOME:

- To manage the retail chains and understand the retail customer's behavior

REFERENCES :

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
2. J K Nayak, Prakash C.Dash, Retail Management, Cengage, 2017
3. Dr.Harjit Singh, Retail Management A Global Perspective, S.Chand Publishing, 3rd Edition,2014
4. Patrick M. Dunne and Robert F Lusch, Retailing, Cengage, 8th edition, 2013.
5. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 3rd Edition 2016.
6. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 4th Edition, 2012.
7. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

BA5006

SERVICES MARKETING

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OBJECTIVE:

- To understand the meaning of services and the significance of marketing the services.

UNIT I INTRODUCTION 9

Definition – Service Economy - Evolution and growth of service sector - Nature and Scope of Services - Unique characteristics of services - Challenges and issues in Services Marketing.

UNIT II SERVICE MARKETING OPPORTUNITIES 9

Assessing service market potential - Classification of services - Expanded marketing mix - Service marketing - Environment and trends - Service market segmentation, targeting and positioning.

UNIT III SERVICE DESIGN AND DEVELOPMENT 9

Service Life Cycle - New service development - Service Blue Printing - GAP model of service quality – Measuring service quality - SERVQUAL - Service Quality function development.

UNIT IV SERVICE DELIVERY AND PROMOTION 9

Positioning of services - Designing service delivery System, Service Channel - Pricing of services, methods - Service marketing triangle - Integrated Service marketing communication.

UNIT V SERVICE STRATEGIES 9

Service Marketing Strategies for health - Hospitality - Tourism - Financial - Logistics - Educational - Entertainment & public utility Information technique Services

TOTAL: 45 PERIODS

OUTCOME:

- Will be able to apply the concepts of services marketing in promoting services.

REFERENCES :

1. Chiristopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
2. Hoffman, Marketing of Services, Cengage, 4th Edition, 2010.
3. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
4. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
5. Gronroos, Service Management and Marketing -Wiley India, 3rd Edition, 2009.

BA5007

SOCIAL MARKETING

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OBJECTIVE:

- To enhance Competiveness in Social Marketing by ethical values and social media in Marketing.

UNIT I INTRODUCTION 9

Social marketing - Definition - Scope and concept - Evolution of Social marketing - Need for Social marketing - A comparative study between Commercial and Social marketing - Use of market research - social change tools - Factors influencing Social marketing - Challenges and opportunities.

UNIT II SOCIAL MARKETING PROCESS AND PLANNING

9

Introduction - Environment Monitoring - Social Class and self-efficacy - social capital - Social ecology - Advocacy - A global phenomenon - Social marketing Process - Stages - Ethical considerations. Planning - Formative Research in Social marketing. Analysis - Problem - Environment - Resource.

Segmentation - Motives and benefits - Sheth's and Frazier's attitude - behavior segmentation - Stage approach to segmentation - Selecting target audiences - Cross cultural targeting - cultural and individual tailoring.

UNIT III SOCIAL MARKETING MIX

9

Social marketing mix - policy - product - place - price - promotion - people - partnership. Rating & Reviews - Virtual world - Using media in social marketing - Importance - effectiveness of mass media in social marketing - Practical model for media use in social marketing - Advertisement - Publicity - Edutainment - Civic or Public - Choosing media & methods.

Role of media in social marketing campaigns - planning and developing Social media campaigning - Campaign vs Programme - Programme planning models - conceptual model Lawrence Green's PRECEDE-PROCEED model.

UNIT IV ETHICAL ISSUES AND CHALLENGES

9

Ethical principles - Codes of behaviour - Critics of social marketing - Critic of power imbalance in social marketing - Criticism of unintended consequences - Competition in social marketing- Definition - monitoring - countering competition - competition and principle of differential advantage - Internal competition.

UNIT V TRENDS IN SOCIAL MARKETING

9

Future of Social marketing - setting priorities in social marketing - Repositioning strategies- Future of Public sector - NGO - Private sector social marketing.

Social Media marketing - Importance - Big Brands & Small business - E mail marketing - Social Media Tools -Marketing with Social network sites, blogging, micro blogging, podcasting with Podomatic

**TOTAL: 45
PERIODS**

OUTCOME:

- Applying Ethical Principles in Social Marketing through advanced marketing medias

REFERENCES :

1. Rob Donovan & Nadine Henley. (2011). Principles and Practice of Social Marketing-aninternational perspective. Cambridge University Press.
2. Kotler, P., Roberto, N., & Lee, N. (2008). Social Marketing - Influencing Behaviors for Good. (3rded.). Thousand Oaks, CA: Sage Publications, Inc.
3. French, J., Blair-Stevens, C., McVey, D., & Merritt, R. Social Marketing and Public Health. Oxford,UK: University Press 2010.
4. Hastings, G. Social Marketing: Why should the Devil Have All the Best Tunes, Routledge 2013
5. Social marketing in the 21st Century- Alan R. Andreasen- sage Publication, 2012