

# **MARKETING MANAGEMENT**

## **THIRD SEMESTER**

### **10DBA391- CUSTOMER RELATIONSHIP MANAGEMENT**

#### **UNIT I INTRODUCTION**

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**

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**

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**

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

#### **UNIT V TRENDS IN CRM**

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

#### **TEXT BOOKS**

1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Prespective, Macmillan 2005.
2. Alok Kumar et al, Customer Relationship Management : Concepts and applications,Biztantra, 2008

#### **REFERENCES**

1. H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005.
2. Jim Catheart, The Eight Competencies of Relationship selling, Macmillan India, 2005.
3. Assel, Consumer Behavior, Cengage Learning, 6<sup>th</sup> Edition.
4. Kumar, Customer Relationship Management - A Database Approach, Wiley India,

2007.

5. Francis Buttle, Customer Relationship Management : Concepts & Tools, Elsevier, 2004

# **10DBA392- PRODUCT AND BRAND MANAGEMENT**

## **UNIT I INTRODUCTION**

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**

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**

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

## **UNIT IV BRAND EXTENSION**

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

## **UNIT V BRAND PERFORMANCE**

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

## **TEXT BOOKS**

1. Mathew, Brand Management – Text & cases, MacMillan, 2008.
2. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3<sup>rd</sup> Edition, 2007.

## **REFERENCES**

1. Tyboust and Kotter, Kellogg on Branding, Wiley, 2008
2. Lan Batey, Asian Branding – A Great way to fly, PHI, Singapore, 2002.
3. Paul Tmepoal, Branding in Asia, John Willy, 2000.
4. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
5. Jagdeep Kapoor, Brandex, Biztranza, India, 2005

# **10DBA393- RETAIL MARKET MANAGEMENT**

## **UNIT – I INTRODUCTION**

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**

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**

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.

## **UNIT – IV RETAIL SHOP MANAGEMENT**

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**

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- Case studies.

## **TEXT BOOKS**

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill,Sixth Edition, 2007
2. Ogden, Integrated Retail Management, Biztranza, India, 2008.

## **REFERENCES**

1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
3. Swapna Puadham, Retail Management -Text and Cases, Tata McGraw Hill, 2nd Edition, 2008.
4. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008

5. Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.
6. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

# **10DBA394- SERVICES MARKETING**

## **UNIT I INTRODUCTION**

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**

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**

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

## **UNIT IV SERVICE DELIVERY AND PROMOTION**

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

## **UNIT V SERVICE STRATEGIES**

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

## **TEXT BOOKS**

1. Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 2004.
2. Hoffman, Marketing of Services, Cengage Learning, 1<sup>st</sup> Edition, 2008.

## **REFERENCES**

1. K. Douglas Hoffman et al, Essentials of Service Marketing : Concepts, Strategies and Cases, Thomson Learning, 2nd Edition.
2. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2<sup>nd</sup> Edition, New Delhi, 2004.
3. Halen Woodroffe, Services Marketing, McMillan, 2003.
4. Valarie Zeithaml et al, Services Marketing, 5<sup>th</sup> International Edition, 2007.
5. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001.

# **10DBA315- CONSUMER BEHAVIOR**

## **UNIT I INTRODUCTION**

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

## **UNIT II CONSUMER BEHAVIOR MODELS**

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

## **UNIT III INTERNAL INFLUENCES**

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

## **UNIT IV EXTERNAL INFLUENCES**

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

## **UNIT V PURCHASE DECISION PROCESS**

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

## **TEXT BOOKS**

1. Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza 2008.
2. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7<sup>th</sup> Edition 2005.

## **REFERENCES**

1. Leon G. Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education, India, 2002.
2. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.
3. Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2<sup>nd</sup> Edition.
4. Assel, Consumer Behavior - A Strategic Approach, Biztranza, 2008.
5. Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.

# **10DBA396- ADVERTISING AND SALES PROMOTION**

## **UNIT I INTRODUCTION TO ADVERTISEMENT**

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad. Agencies – Selection and remuneration – Advertisement campaigns – case studies.

## **UNIT II ADVERTISEMENT MEDIA**

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling.

## **UNIT III 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 IV INTRODUCTION TO SALES PROMOTION**

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

## **UNIT V SALES PROMOTION CAMPAIGN**

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.

## **TEXT BOOKS**

1. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7 th Edition, 2007.
2. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.

## **REFERENCES**

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.
2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998.
3. Julian Cummings, Sales Promotion, Kogan Page, London 1998.



4. E.Betch and Michael, Advertising and Promotion, McGraw Hill, 2003.
5. Jaishri Jefhwaney, Advertising Management, Oxford, 2008.

# **10DBA317- BUSINESS RESEARCH METHODS**

## **UNIT I INTRODUCTION TO RESEARCH**

The hallmarks of scientific research – the building blocks of science in research – the research process for applied and basic research – the need for theoretical frame work – hypothesis development – hypothesis testing with quantitative data. The research design. The purpose of the study: Exploratory, Descriptive, Hypothesis testing (Analytical and Predictive) – cross sectional and longitudinal studies.

## **UNIT II EXPERIMENTAL DESIGN**

The laboratory and the field experiment – internal and external validity – factors affecting internal validity. Measurement of variables – scales and measurement of variables – development scales - rating scale and concept in scales being developed. Stability measures.

## **UNIT III DATA COLLECTION METHOD**

Interviewing, questionnaires etc. Secondary sources of data collection. Guidelines for questionnaire design – electronic questionnaire design and surveys. Special data source: Focus groups, Static and dynamic data-collection methods and when to use each. Sampling techniques and confidence in determining sample size. Hypothesis testing determination of optimal sample size.

## **UNIT IV A REFRESHER ON SOME MULTIVARIATE STATISTICAL TECHNIQUES**

Factor analysis – cluster analysis – discriminant analysis –multiple regression & Correlation – canonical correlation – application of SPSS package.

## **UNIT V THE RESEARCH REPORT**

The purpose of the written report – concept of audience – Basics of written reports. The integral parts of a report – the title of a report. The table of contents, the synopsis, the introductory section, method of sections of a report, result section – discussion section – recommendation and implementation section.

### **TEXT BOOKS:**

1. Donald R.Cooper and Ramcis S.Schindler, Business Research Methods,Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.
2. C.R.Kothari, Research Methodology, Wishva Prakashan, New Delhi, 2001.

### **REFERENCES:**

1. Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.

2. Donald H.Mc.Burney, Research Methods, Thomson Asia Pvt. Ltd. Singapore 2002.
3. G.W.Ticehurst and A.J.Veal, Business Research Methods, Longman, 1999.
4. Ranjit Kumar, Research Methodology, Sage Publication, London, New Delhi, 1999.
5. Raymond-Alain Thie'tart, et.al., Doing Management Research, Sage Publication, London, 1999.

**MARKETING MANAGEMENT**  
**FOURTH SEMESTER**  
**10DBA491- E -COMMERCE TECHNOLOGY**

**UNIT I INTRODUCTION TO E-COMMERCE**

Electronic commerce and physical commerce - Economic forces – advantages – myths - business models.

**UNIT II TECHNOLOGY INFRASTRUCTURE**

Internet and World Wide Web, internet protocols - FTP, intranet and extranet - cryptography, information publishing technology- basics of web server hardware and software.

**UNIT III BUSINESS APPLICATIONS**

Consumer oriented ecommerce –etailing and models - Marketing on web – advertising, e-mail marketing, e-CRM; Business oriented ecommerce – E-Government, EDI on the internet, SCM; Web Auctions, Virtual communities and Web portals

**UNIT IV ECOMMERCE PAYMENTS AND SECURITY**

E payments - Characteristics of payment of systems, protocols, E-cash, E- check and Micro payment systems.

**UNIT V LEGAL AND PRIVACY ISSUES IN E- COMMERCE**

Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws , contracts and warranties . Taxation and encryption policies.

**TEXT BOOKS**

1. Hentry Chan & el , E-Commerce – fundamentals and Applications, Wiley India Pvt Ltd, 2007.
2. Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, 2007

**REFERENCES**

1. Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3<sup>rd</sup> Edition. Tata McGrawHill Publications, 2008.

2. Kamlesh K.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 2008
3. Efraim Turban et al, Electronic Commerce –A managerial perspective, Pearson Education Asia, 2006.
4. Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004

# **10DBA492- MARKETING RESEARCH**

## **UNIT I**

Meaning – Value and limitations – applications – client researches interface – information system – problem identification.

## **UNIT II**

Objective – Planning research design – Types of Research – quantitative and qualitative research & benefits data objectives – sources – formation of data acquisition plan.

## **UNIT III**

Scaling techniques – Basics rating scalar – Specific attitude scalar – Questionnaire design – Functions – Validation.

## **UNIT IV**

Data collection – census and samples – sampling methods and non profitability methods – probability and non probability sampling methods – sampling size.

## **UNIT V**

Data processing methods – microcomputers in marketing research – nature and functions of statistical analysis – interpretation process – analysis & differences – analysis of payment – graphical presentation. Presentation & research analysis- Role of the reports – Contents of the report for Executives – Principles – Marketing Research Agencies – Resources for Marketing Research.

## **Text books**

1. David J Luck and Ronald S.Rubin – Marketing Research – Prentice Hall of India – Seventh Edition 2008.

# **10DBA493- INTERNATIONAL MARKETING MANAGEMENT**

## **UNIT I**

Meaning – Nature & Scope – Process – Domestic Marketing Vs. International marketing – characteristics of MNC's – Basis for international trade – Factor Endowment the organization – Validity of Trade theories.

## **UNIT II**

Marketing Barriers – Tariff & Non-Tariff – WTO – Multiplicity of potential Environment – management of political risk – Multiplicity of Legal Environment – Legal form of organization – Intellectual Property .

## **UNIT III**

Culture and its characteristics – Influence of culture on consumption & communication – consumes Behavior in term of motivation, Learning, Personality, Psychographics, Perception, Attitude & Social class – International marketing Research.

## **UNIT IV**

Quality – Products and culture – analyzing product components for adoption – Marketing consumer services globally – brands in international markets products and services for business demand in global business to business markets – quality and global standards – business services – trade show's crucial part of business to business marketing – relationship markets in business to business context.

## **UNIT V**

Direct exports – indirect exports – licensing – joint ventures – wholly owned subsidiaries – franchising – other methods – international marketing channels – distribution patterns – alternative middlemen choices – factors affecting choice of channels – surface Vs. air transportation – advantages and disadvantages – marine transportation – warehousing. - Pricing policies and decisions – price escalations – cost of exporting – marginal cost pricing – its importance – price quotation – INCO terms – preparation of quotations – promotions international advertising – sales promotion in international markets – international advertising – direct mailing – personal selling – exhibition – generic promotions in international marketing.

## **Text Books**

1. Sak Onkvisit, John J.shaw "International Marketing" Person-Prentice Hall

## **References**

1. Cateora, Graham "International Marketing" TMH 12/E, 2005
2. Warren Keegan "Global Marketing Management" Pearson / PHI, 7/e