

MBA Syllabus

Electives – Marketing

1. CONSUMER BEHAVIOUR
2. ADVERTISING MANAGEMENT
3. E-COMMERCE
4. MARKETING RESEARCH
5. STRATEGIC MARKETING
6. INTERNATIONAL MARKETING
7. SALES FORCE MANGEMENT
8. MARKETING OF SERVICES
9. BRAND MANAGEMENT
10. PLANNING AND MANAGING RETAIL BUSINESS
11. SALES PROMOTION MANAGEMENT
12. INDUSTRIAL MARKETING
13. MARKETING FOR NON-PROFIT ORGANIZATIONS
14. MANAGEMENT OF PUBLIC DISTRIBUTION SYSTEM
15. MARKETING OF SOCIAL SERVICES

1. CONSUMER BEHAVIOUR

Objectives

The basic objective of this course is to develop an understanding about the many aspects of consumer behaviour and its applications in marketing.

Module 1

Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and areas like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation, Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications

Module 2

Consumer needs, theories of Motivation and their applications. Process theories and content theories. Personality and self concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi dimensional scaling. Consumer imagery

Module 3

Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change.. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.

Module 4

Self Concept. Concept of Multiple Selves. Development of the self. Image Congruence assumptions. Social Comparison theory. Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption.

Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications. Endorsements and reference group influence.

Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture.. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing.

Module 5

Family, family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership.

Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. Consumer materialism. Consumer behaviour knowledge for public policy.

Suggested Readings

1. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
2. Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, 1993

3. Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.1989
4. Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business, 1995
5. Mowen, John C. Consumer Behaviour , New York, MacMillan, 1993
6. Schiffman, L G and Kanuk, L L Consumer Behaviour New Delhi, Prentice Hall of India, 1994

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

2 ADVERTISING MANAGEMENT

Objectives

The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

Module 1

Advertising Role in the Marketing Process: Legal Ethical and social Aspects of Advertising. Functions and types of advertising. Integrated Marketing communication .Brand management , Brand Image, Brand Equity and Brand Building. Ethics of advertising

Module 2

The major players in advertising, Advertising agency, Brand manager, market research firms, , Media,

Type of agencies. Structure of an agency and its functions. The process of developing an ad.

Module 3

Objective Setting and market Positioning; Dagmar Approach – Determination of Target Audience and understanding them. Assumptions about consumer behavior an advertiser makes. Building of Advertising Programme-Message, Headlines, Copy, Logo, Illustration, Appeal, layout Campaign Planning. Creative Strategies.

Production and execution of TVCs and print ads

Module 4

Media Planning, Budgeting; Evaluation- Methods . Media buying . Emerging medias and trends.

Module 5

Advertising Research.

Effectiveness of advertising- methods of measurement.

Rationale of testing Opinion and Attitude Tests, Recognition, Recall,;

Suggested Readings

1. Aaker, David A etc. advertising management 4th ed. New Delhi, Prentice Hall of India, 1985
2. Beleh, George E and Beleh, Michael A Introduction to Advertising and Promotion 3rd ed. Chicaago, Irwin 1995
3. Borden, William H. Advertising New York, John Wiley, 1981
4. Hard, Norman The Practice of Advertising Oxford, Butterworth Heinemann, 1995
5. Kleppner, Otto Advertising Procedure Englewood Cliffs New Jersey, Prentice Hall Inc.,1986
6. Ogilvy, David, Ogilvy on Advertising, London, Longman, 1983
7. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw Hill,1990

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

3. E-COMMERCE

Objective

The objective of the course is to acquaint the students with the use of E-Commerce in competing markets.

Module 1

Introduction to E-Commerce: types of E commerce. B2C, B2B, C2C, P2P, M Commerce. Issues in E Commerce Collapse of the DotCom Bubble and the lessons for future- . Business Models in E Commerce, Emerging legal frame work of E Commerce. Ethical Political and social Issues of E Commerce.

Module 2

Technology Infrastructure for E Commerce. The internet, technology and standards. Internet protocols. Mark up languages. Web servers, browsers and clients. Search engines and E mail, Bots, Emerging applications like streaming media, distributed computing, E Learning.

Internet Service Providers – Internet access providers – Internet Vs. Online Services,: Concepts – Technology – Applications –

Developing and putting on line a site. Domain registration, hiring web space, promoting the site to develop traffic.

Module 3

E Commerce payment systems

Electronic Payment Systems: Electronic Payment Technology – Digital Cash – Electronic check – On-line Credit Card; Electronic Commerce and Banking; Changing dynamics in the banking Industry – Home banking Implementation approaches – Open Vs. Closed models Management issues in online banking Electronic Commerce and Retailing –

Delivery systems in E commerce. Logistics of delivery.

Module 4

Marketing for E Commerce. Promoting the products and services, Internet marketing technologies. Web transaction logs and customer profiling and targeting. Databases, Data mining Data ware housing, Data analysis, mailings and spam. Marketing and branding strategies in E Commerce. On line marketing research, Digital copyrights and Electronic publishing.

Module 5

E Commerce some areas of business- Retailing on the web and On line shops, Online services – travel services, on line financial services, Career and job search services

B2B Applications, Supply chain management, CRM, Online Auctions, Portals and Communities,

Suggested Readings

1. Laudon, Kenneth C and Traver Carol, E Commerce-Business, Technology and Society , Pearson 2003
2. Cady, G H and Part McGreger, The Internet, BPB Pub. Delhi, 1999
3. Carpenter Phil e Brands, HBS Press, Boston, 2000
4. Keen, Peter and Mark McDonald The e-Process Edge, Delhi, Tata McGraw-Hill , 2000
5. Mann, Catherine, L Global Electronic Commerce, Institute for International Economics, Washington, DC 2000
6. Oberoi, Sundeep e-Security and You, Delhi, Tata McGraw-Hill, 2001
7. Rich, Jason R. Starting an E-Commerce Business, IDG Books, Delhi, 2000
8. Samantha Shurety, “E-business with Net Commerce” Addison Wesley, Singapore, 2001

List of cases and specific references including research papers and books will be announced in the class.

4. MARKETING RESEARCH

Objectives & Methodology

This course emphasizes an applied approach with practical applications that give students a basic understanding of the scope of marketing research by means of lectures, case studies, group discussions, seminars, games and research projects.

Module I:

The nature of marketing research and its applications types of MR . Decision making in marketing and the role of MR to provide relevant information. Marketing Information Systems and Decision Support Systems. The MR process and Research Design.

Module II:

Sources of data , Primary and secondary sources. The sources of secondary data. Audits and panel data. Surveys and Experiments in marketing research. The experimental designs in MR.

Module III:

Measurement in MR. Concept of scales and property of scales- reliability and validity. Design of questionnaires and Schedules. Specific type of measurement instruments- attitude scales, measures of emotion, perceptual scales.

Qualitative research methods. FGDs, Depth interviews, Content analysis, Projective techniques, Observation and Physiological measures.

Module IV:

Sampling Sample size determination, sampling plans and methods

Field work planning and control.,

Data analysis- Data Editing, Coding and tabulation. Use of software.

Data screening and purification. Frequency tables, Cross tabulation, measures of central tendency and variation.

Tests of hypothesis- Uni and multi variate tests Z test, T test , Chi Square tests and ANOVA- univariate and multi variate. Analysis of Experimental designs. Non parametric tests.

Module V

Measures of association, Correlation and regression, Advanced methods of analysis in MR- Cluster analysis, factor analysis, Multi dimensional scaling, Conjoint analysis, Multiple Discriminant analysis,

.

Suggested Readings:

1. Tull, Donald S, Hawkins Del I, Marketing Research –Measurement and Methods PHI 2003
2. Malhotra , Naresh, Marketing Research , PHI 2002
3. Nargondkar, Marketing Research, TMH, 2003

5. STRATEGIC MARKETING

Objectives

The basic objective of this course is to develop skills for analysing market competition and design appropriate competitive marketing strategies for higher market share.

Module I

Nature and scope of market oriented strategic planning – Corporate & division planning SBUS, Business strategic planning, the marketing process, marketing plan.

Module II

Market Situation Analysis; Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position; Market Leader Strategies – Expanding the Total market, Protecting market Share, Expanding market Share,

Module III

Market Challenger Strategies – Choosing and Attack Strategy, market Follower Strategies; market Nicher Strategies; Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations, Industry Segmentation and competitive Advantage;

Module IV

Product Differentiation and brand Positioning, Competitive Pricing. Competitive Advertising, Role of Sales Promotion in Competitive Marketing.

Module V

Formulating strategies for sustainable competitive advantage.

Suggested Readings

1. Cravens, D W Strategic marketing Homewood Illinois, Richard D. Irwin, 1987
2. Kaynak E and Savitt, R Comparative marketing Systems, New York, Praegar, 1984
3. Koller Philip Marketing management Analysis, Planning, Implementation and Control New Delhi, Prentice Hall of India 1997
4. Porter M E Competitive Advantage: Creating, Sustaining Superior Performance, New York, Free Press, 1985
5. Porter M E Competitive Strategy: Techniques for Analysing Industries Competitors, New York, Free Press, 1980
6. M.J. Xavier, Strategic Marketing, Response Books. A division of Sage Publications 1999.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

6. INTERNATIONAL MARKETING

Course Outline

The objective of this course is to acquaint the students with the environment, principles and strategies of and trends in international marketing and related aspects.

Module I

Introduction to international business; why go international?

Special problems/features of international marketing vis-a-vis domestic marketing; internationalisation stages and international marketing orientations.

International business environment - economic environment; political and legal environment; demographic and cultural environment; natural environment; international trading environment.

Module II

International marketing research; market profiling' analysis and selection.

Market entry and operating strategies - exporting; licensing; contract manufacturing; foreign assembly, foreign production; joint ventures; production in free areas; third country location; counter trade; strategic alliance.

Trade in services.

Module III

International market segmentation and market coverage strategies - differentiated marketing; undifferentiated marketing; concentrated marketing; niche marketing.

Product strategies; international marketing and PLC; pricing strategies; promotion strategies; distribution strategies.

Trade financing and risk insurance.

Module IV

International marketing organisation - export department; subsidiary; foreign branches/offices' global organisation.

Multinational corporations; foreign direct investment.

Module V

Foreign trade strategy of India - Exim policy, export promotion measures

Analysis of foreign trade of India.

Major problems of India's export sector.

Trends, problems and prospects of globalisation of Indian business.

Non - credit Module

Questions will not be asked from this unit for the University Examination). Export documentation and procedures.

Suggested Readings:

W.J. Keegan	: Global Marketing (PHI)
Kirpalani	: International marketing (PHI)
Cateora, Philip	: International Marketing (Richard D Irwin)
Keegan, Warren	: Global Marketing (Prentice Hall of India)
Kripalani. V. H	: International Marketing (Prentice Hall of India)
Majaro, Simon	: International Marketing (George Atten & Unwin)

Ram, Paras : Exports : What Where and How (Anupam)
Jain, S.C : International Marketing Management (CBS
Publishers and Distributors)
Ministry of Commerce, : Export - Import Policy, 1992-97.
Government

(c) Suggested Supplementary Readings :

Nasbitt & Aburdene : Mega Trends 2000 (Avon Books)
Ohmae, Kenichi : The Borderless World (Rups & Co.)
Drucker, Peter F. : The New Realities (Mandarin)
Drucker, Peter F : Managing for the Future (Butterworth/ Heinemann)
Akiro Morita : Made in Japan (New American Library)
Tom Peters : Competitive Advantage of Nations

(d) Select List of Periodical / Business Dailies :

International Management, World Executive's Digest, Harvard Business Review, The Economist, California Management Review, Business Horizon, Asian Finance, Journal of Marketing, Industrial Marketing Management, Export World IMF Survey, Forum, Foreign Trade Review, Exim Frontier, Export World, Global, Business World, Business Today, Business India, Indian Export Bulletin, Report on Currency and Finance (RBI), The Economic Times, Financial Express, Business Standard.

7. SALES FORCE MANAGEMENT

Module I

Salesmanship Fundamentals – Nature of selling, Salesmanship, Theories of salesmanship – AIDAS Theory, Right set of circumstances theory, Buying formula theory and Behavioral equation theory, Qualities of salesmen, Objectives of sales management – Sales Function and The Sales Organisation – Concept of Personal selling, Stages in the personal selling process, Sales organisations and its purposes, Setting up of sales organisations, Basic types of sales organisations.

Module II

Selection and Training – Sales job analysis, Sales job description, Recruiting Sales persons. Selection – Screening, Interviewing/Testing, Induction and placement – Building Sales training programmes, Deciding Training Contents, Selecting training methods, Execution and evaluation of training programmes

Module III

Sales Territories – Concept of Sales territory – Procedures for setting up Sales territories – Deciding assignment of sales personnel to territories – Sales Budget and Sales Quota – Sales budget – Purpose, form and content of sales budgets, Sales Quota – Concept, Types of quota, Quota setting procedures, Administering the quota system.

Module IV

Motivating Salesmen – Concept of motivation, Need for motivating sales persons, Motivation and morale of sales persons, Application of different motivation theories in sales management – Compensating Salesmen – Requirement of a good sales compensation plan, Types of compensation plans, Steps in devising a sales compensation plan.

Module V

Performance Evaluation for Salesmen – Standards of performance, Relation of performance, standard to personal selling objectives, Recording actual performance, Evaluation – Sales Meetings and Field Sales Control – Sales meetings - Planning and staging sales meetings, Sales contests, Sales Control – The sales audit, Sales analysis Marketing cost analysis.

Suggested Readings:

1. “Management of a Sales Force” by Stanton, Buskirk and Spiro, Irwin Publishers.
2. “ABC’s of selling” by Charles Futrell, Irwin Publishers.
3. “Sales Management – Decisions, Strategies and Cases” – Stilt, Cundiff and Govoni – Prentice Hall
4. “Professional Sales Management” by Anderson, Hair and Bush, Mc Grav Hill International editions.
5. “Sales Management” by Theory and Practice by Bill Donaldson, Mc Million.

8. MARKETING OF SERVICES

Objectives

The objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis.

Module 1

Emergence of service economy, nature of serviced – goods and service marketing – Marketing challenges, service triangle and marketing mix. Service classification. Integrated approach to service management.

Module 2

Service consumer behavior expectation, perception and service encounter. Service quality dimensions and gap model of service quality.

Module 3

Listening to customers, Marketing Research in services. Targeting customers, relationship marketing. Creating service product, blue printing advertising Branding and packaging of services.

Module 4

Complaint handling, Recovery management, Service Guarantees. Demand and supply management, pricing of services.

Module 5

Physical evidence of Service, service scope. Marketing of financial services and telecommunication services the Indian scenario

Suggested Readings

1. Lovelock Christopher H. managing Services: Marketing Operations and Human resources; Englewood Cliffs, New Jersey, Prentice Hall, Inc. 1995
2. Lovelock, Christopher H. Services Marketing Englewood Cliffs, New Jersey, Prentice hall Inc. 1993
3. McDonald, Malcom and Payne, A Marketing Planning for Services butterworth, Heinemann, 1996
4. Newton M P Payne, A The Essence of Services marketing New Delhi, Prentice Hall of India, 1996
5. Verma, H V marketing of Services , New Delhi, Global Business Press, 1993
6. Zeithaml, V A and Bitner, M J. Services Marketing New York, McGraw Hill, 1996

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

9. BRAND MANAGEMENT

Objectives

The objective of this course is to impart in-depth knowledge to the students regarding the theory and practice of Brand Management.

Module-I:

Understanding Brands – Branding practices, Brand Manager concept & organisation.

Module-II:

Brand Personality, Brand Image, brand identity, Brand Positioning, Brand Equity; Value addition from Branding – Brand-customer Relationships, Brand Loyalty and Customer loyalty.

Module-III:

Managing Brands; Brand Creation, Brand Extensions Brand-product Relationships, important factors in conception and various stages of growth and maturity of brands.

Module-IV:

Brand Portfolio, brands going international, Assessment of Brands through Research – Brand identity, Personality Assessment and Change; Brand Revitalization, brand repositioning

Module-V:

Financial Aspects of brands, Branding in Different Sectors: customer, Industrial, Retail and Service Brands.

Suggested Readings

1. Aaker, David, A Managing Brand Equity, New York, Free Press, 1991
2. Cowley, Don Understanding Brands London, Kogan page, 1991
3. Czerniawski Richard D & Michael W. Maloney Creating Brand Royalty, AMACOM, NY, 1999
4. Kapferer, J N Strategic Brand Management New York, Free Press, 1992
5. Murphy, John A. Brand Strategy Cambsridge, The Director Books 1990
6. Steward,P. Building Brands Directly London, MacMillan, 1996
7. Upshaw, Lyhh B. Building board Identity: A Strategy for success in a hostile market place New York, John Wiley, 1995
8. Subroto Sengupta, Brand Positioning. Tata Mc Graw Hill
9. Fiona Gilmore (Ed) Brand Warriors, profile Books 1999
10. John, Philip Jones, what is in a brand? Tata Mc Graw Hill 1998
11. YLR. Moorthi, Brand Management – The Indian context, Vikas Publishing House , 2003

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

10. PLANNING AND MANAGING RETAIL BUSINESS

The Course will focus on manufacturers perspective on retailers and understanding of the retail business.

Module 1

Introduction to retailing system, retailing mix social economic technological and competitive forces, Retailing definition, Structure , different formats of retailing.

Module 2

Consumer purchase behavior , demographics shopping attitudes and behavior, retailer actions.

Module 3

Retail store location, site selection. Customer traffic flow and pattern
Retail Organization- Human resource, finance and operation dimensions.

Module 4

Merchandising planning, category management, stock turns. Credit management, retail pricing.
Return / sq ft.
Logistics, warehousing and supply chain management.

Module 5

Retailing through internet , role of IT /technology in retailing franchising.
Retail image retail promotional strategy.

Suggested Readings

1. Diamond Allen, Fashion Retailing, Delmar, Pub. 1993
2. Diamond jay and Gerald Pintel Retailing, Prentice Hall, NJ 1996
3. Drake, Mary Francis, J H Spoone and H Greenwald Retail fashion, Promotion, and Advertising, Macmillan,NY 1992
4. Levy, Michael & Barton A. Weitz retailing management,2nd ed. Irwin, London, 1995
5. Morgenstein, Melvin and Harriat Strongin Modern Retailing Prentice hall, NJ 1992

List of cases and specific references including research papers and books will be announced in the class.

11. SALES PROMOTION MANAGEMENT

Objectives

The purpose of this course is to develop and understanding about concepts, methods and strategies of sales promotion.

Module 1

Sales Promotion and marketing Mix; nature and Types of sales Promotion. Consumer promotion and dealer promotion, pit falls of excessive sales promotion and its impact on brand equity. Strategic promotion and Integrated Marketing Communication.

Module 2

Consumer Behaviour and Sales Promotion: Deal Prone Consumer; Sales Promotion's Impact on Sales; Designating of effective promotion campaigns. Implementation of promotion campaigns.

Module 3

Evaluation of Sales Promotion Experiments; Choice and Purchase Timing Models; Manufacturer Promotion Planning Process;

Module 4

Retailer promotion Planning Process; Substantive Findings and Issues on Coupons, Trade Dealings, and Retail Promotions.

Module 5

Ethics of sales promotion, Strategic Issues in Designing promotional Strategies;

Suggested Readings

1. Ailloni and Charas, Dan, Promotion: A Guide to Effective Promotional Planning Strategies and Executions, New York, John Wiley, 1984
2. Assael, Henry, Consumer Behaviour and marketing Action Bosten, Kant, 1987
3. Blattberg, Robert C and Scott, A Neslin, Sales Promotion Concept, Methods and Strategies, Englewood Cliffs, New jersey, Prentice Hall Inc. 1990
4. Schaltz, Don E and William, A Robinson, Sales Promotion Management Chicago Crain Books 1982
5. Strang Roger A The Promotional Planning Process New York, Praeger 1980
6. Totten, John C and Block, Martin P. Analysing Sales Promotion: Text and Cases Chicago Commerce Communication, 1987
7. Ulanoff, Stanley M Handbook of Sales Promotion New York, McGraw Hill 1985

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

12. INDUSTRIAL MARKETING

Objectives

The objective of this course is to lay a foundation for an understanding of the complex dimensions of the industrial marketing.

Course Contents

Nature and Scope of Industrial marketing; Differences between Industrial marketing and Consumer marketing Nature of Demand in Industrial markets; Industrial Buyer Behaviour; Industrial Purchasing; Marketing research and market Information Systems; Segmentation of Industrial Markets; Technology and the Industrial markets; Product Decisions and Strategies; Industrial Services; Industrial Pricing Distribution and Channel Relationships; Logistics Management; Industrial Marketing communication; Sales Force Management; Industrial Marketing Strategy, Planning and Implementation.

Suggested Readings

1. Corey, E Raymond, Industrial marketing: cases and concepts 3rd ed. Englewood Cliff, New Jersey, Prentice Hall Inc., 1983.
2. Gross, A C etc. Business marketing Boston, Houghton Mifflin, 1993
3. Hill, Richard etc. Industrial marketing Homewood Illinois, Richard D. Irwin, 1975
4. Reeder, Robert R etc. Industrial marketing: Analysis, Planning and Control Englewood Cliffs, New Jersey, Prentice Hall, Inc. 1991.
5. Webster, F.E. Industrial marketing Strategy 2nd ed. New York, John Wiley, 1979

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course

13. MARKETING FOR NON-PROFIT ORGANIZATIONS

Objectives

This course is designed to acquaint students with the application of marketing Principles, Tools and Techniques in the Non-Profit organizations specifically in the context of developing countries like India.

Course Contents

Scope and Applications of marketing in the Context of Non-profit Organization, Non-profit Institutions in Indian Market Context e.g. Police, Public Service, Hospitals, etc. Setting marketing objectives Analysing Socio-cultural Environment Affecting Non-profit Organisation Analysing Beneficiary Behaviour; Market Segmentation and customer Targeting Planning of Marketing Strategy in a Non-Profit Organization Concept of Product Service Life cycle; Market Segmentation and Related Issues; Elements of marketing Mix; Product and Service Decisions; Pricing Decisions; Distribution and Delivery Strategy; Promotional and Public Relations Strategy Role of Institutional Image monitoring and Review of Marketing Programme.

Suggested Readings

1. Kotler, Philip and Andreasen Alan R Strategic Marketing for non-profit Organizations, Englewood cliffs, New Jersey, Prentice Hall Inc. 1987
2. Kotler, Philip and Roberto Eduardo L Social Marketing New York The Free Press, 1989
3. Kotler Philip, etc. Cases and Readings for marketing for Non-profit organizations Englewood Cliff, New Jersey, Prentice hall Inc. 1983
4. Lauffer, Armand, Strategic marketing for Non-profit Organizations. New York Free Press 1984
5. Lovelock, Christopher H and Charles B. Weinberg Marketing for Public and Non Profit Managers. New York John Wiley, 1984

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

14. MANAGEMENT OF PUBLIC DISTRIBUTION SYSTEM

Objectives

The objective of this course is to develop and understanding of functioning management of public distribution system in the context of developing economy.

Course Contents

Meaning and Importance of distribution in the marketing of goods and service; Distribution Channels; Public Distribution Systems and its relevance in Developing economy; Objectives of Public Distribution of Essential commodities; Structural Aspects of Indian market; Types of Distribution Systems; Administration of Public Distribution system; Logistics Planning in National Distribution Systems; Cost control and economics of mass Distribution; maintenance of Quality Standards; Legal and Regulatory Frame work; Administered Prices and Public Distribution System; Role of materials handling and Storage Technology in Mass distribution; Conflict management in large Scale and distribution system;; case Studies on Mass Distribution of Essential Commodities Seeds, Family Planning aids; Cement, Steel, Agricultural Inputs etc.

Suggested Readings

1. Khanna, K K Physical Distribution Logistical Approach Delhi, Himalaya, 1985
2. Mishra, Bhagabhad Economics of Public Distribution System in Food Grains, New Delhi, Ashish, 1985
3. Ravi, shankar, Managing Distribution Delhi, Mohan Publication, 1992
4. Saryanarayana, G. Public Distribution in India, New Delhi, Chug, 1985
5. Stern, Louis W and El-Ansary, Adell, Marketing Channels, Englewood Cliffs new Jersey, Prentice hall Inc.1982

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

15. MARKETING OF SOCIAL SERVICES

Objectives

The Course is designed to give an opportunity to acquire knowledge about the application of Marketing tool and techniques in the marketing socially desirable causes especially in the context developing country like India.

Course Contents

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

Suggested Readings

1. Betsy D Gelb and Ben, M “Marketing is Everybody’s business Goodyear, Santa monica (California)” 1972
2. Gather, A and Warren, M.D. Management and health Services Pewrgamon Press, Oxford.1977
3. Hyebuim k.E “Ecological marketing” Columbus, Ohio 1976
4. Jena, B and Pati R. “Health and family Welfare Services in India, Ashish, New Delhi, 1986
5. Kotler Philip and Roberto Eduardo L “Social marketing: Strategies for Changing Public Behaviour” Free Press , New York, 1989
6. Maitra, T., “Public Services in India” Mittal , New Delhi,1985
7. Pena, J J and Posen B ed. “Hospital Quality Assurance” Aspen, Maryland, 1984

List of cases and specific references including research papers and books will be announced in the class at the time of launching of the course.