

PG DIPLOMA IN MARKETING MANAGEMENT

Non-Semester

(With Effect from the Academic Year 2013-14)

ELIGIBILITY FOR ADMISSION

Candidates who apply for the degree of PG Diploma shall possess the following qualifications.

(a) AGE LIMIT:

There is no upper Age Limit.

(b) QUALIFICATION:

Any Degree

3. DURATION OF THE COURSE

The course will be conducted for one year

3.1. EXAM : There will be an examination conducted by the University at the end of the year.

3.2. Passing minimum : 50

3.3. MEDIUM OF INSTRUCTION: The Medium of instruction will be English.

Course Profile

Consumer Behaviour
Brand Management
Advertising and Sales promotion
Retail Management
Services Marketing
Customer Relationship Management
Rural Marketing

PAPER I: CONSUMER BEHAVIOUR

Course Objective

This course aims at enabling students to understand why and how consumers make consumption and buying decisions. This would enable them to make better strategic marketing decisions.

UNIT – I

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

UNIT – II

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

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

UNIT – IV

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

UNIT – V

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

REFERENCES

1. Assel, Consumer Behavior - A Strategic Approach, Biztranza, 2008.
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, 2nd Edition.
4. Indian Edition, 7th Edition 2005.
5. Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza,2008.
6. Leon G.Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education,India, 2002.
7. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill,
8. Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd.,2003.

PAPER II: BRAND MANAGEMENT

Course Objective

The objective of this course is to enable students to understand branding and its related decisions and to gain an insight into the organisational nuances of brand management function.

UNIT – I

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

UNIT – II

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

UNIT – IV

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

UNIT – V

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

REFERENCES

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
2. Lan Batey, Asain Branding – A Great way to fly, PHI, Singapore, 2002.
3. Mathew, Brand Management – Text & cases, MacMillan, 2008.
4. Paul Tmepoal, Branding in Asia, John Willy, 2000.
5. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
6. Tyboust and Kotter, Kellogg on Branding, Wiley, 2008

PAPER III: ADVERTISING AND SALES PROMOTION

Course Objective

This course aims to enable students to understand the scope, significance and practical aspects of advertising and sales promotion. It also exposes the students to the functional implications and the environmental influences on integrated marketing communication.

UNIT – I

Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisement – setting advertisement objectives – Advertising Agencies – Selection and remuneration – Advertisement campaign

UNIT – II

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

UNIT – III

Message development – Types of advertisement – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio - Television - Web advertisements – Media Research – Testing validity and Reliability of advertisements – Measuring the impact of advertisement

UNIT – IV

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

UNIT – V

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Outsourcing sales promotion - National and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions

REFERENCES

1. Betch E. and Michael, Advertising and Promotion, McGraw Hill, 2003.
2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998.
3. Jaishri Jefhwaney, Advertising Management, Oxford, 2008.
4. Julian Cummings, Sales Promotion, Kogan Page, London 1998.
5. Kazmi S. H. H. and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.
6. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.
7. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education, 7th Edition, 2007.

PAPER IV: RETAIL MANAGEMENT

Course Objective

The objective of this course is to help students to understand the significance and the functional framework of retail management. It aims to provide conceptual understanding and practical exposure to the students.

UNIT – I

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

UNIT – II

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

UNIT – III

Choice of retail location - 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

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audit - Retail store brands – Retail advertising and promotions – Retail Management Information System - Online retail – Emerging trends

UNIT – V

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

REFERENCES

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
2. Ogden, Integrated Retail Management, Biztranza, India, 2008.
3. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
4. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
5. Swapna Puadham, Retail Management -Text and Cases, Tata McGraw Hill, 2nd Edition, 2008.
6. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
7. Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.
8. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

PAPER V: SERVICES MARKETING

Course Objective

The objective of this course is to introduce students to the unique features and characteristics of Services and the marketing challenges. It aims to help the students to understand the unique challenges inherent in marketing, managing, and delivering service excellence at a profit.

UNIT – I

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

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

UNIT – III

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

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

UNIT – V

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

REFERENCES

1. Biztantra, 2nd Edition, New Delhi, 2004.
2. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001.
3. Christopher H. Lovelock and Jochen Wirtz, Services Marketing, Pearson Education,
4. Douglas Hoffman K. et al, Essentials of Service Marketing : Concepts, Strategies and Cases, Thomson Learning, 2nd Edition.
5. Halen Woodroffe, Services Marketing, McMillan, 2003.
6. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.
7. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, New Delhi, 2004.
8. Valarie Zeithaml et al, Services Marketing, 5th International Edition, 2007

PAPER VI: CUSTOMER RELATIONSHIP MANAGEMENT

Course Objective

This course aims at enabling students to understand the importance of relationship with customers. The students are expected to gain comprehensive outlook on conceptual framework, technological applications and practical implications of customer relationship management.

UNIT – I

Definition - Concepts and Context of relationship Management – Evolution - Transactional Relationship Approach – CRM as a strategic marketing tool –Significance to the stakeholders.

UNIT – II

Customer information Database – Customer Profile Analysis - Customer perception, Expectation analysis – Customer behaviour in relationship perspectives; individual and group customers - Customer life time value – Selection of Profitable customer segments.

UNIT – III

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

UNIT – IV

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

UNIT – V

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

REFERENCES

1. Shainesh G., Jagdish, N.Sheth, Customer Relationships Management Strategic Prespective, Macmillan 2005.
2. Alok Kumar et al, Customer Relationship Management : Concepts and applications, Biztantra, 2008
3. Peeru Mohamed H.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 Learning, 6th Edition.
6. Kumar, Customer Relationship Management - A Database Approach, Wiley India, 2007.
7. Francis Buttle, Customer Relationship Management : Concepts & Tools, Elsevier, 2004.

PAPER VII: RURAL MARKETING

Course Objective

The objective of this course is to enable students to understand the importance of rural market and rural customers. The students are exposed to the unique requirements of the rural market.

UNIT I

Defining rural market – profile of rural market and rural consumers – characteristics specific to rural consumer – rural marketing opportunities and challenges.

UNIT II

Rural market segmentation – bases of segmentation – selecting target market – product positioning in rural markets.

UNIT III

Rural consumer behaviour – changing trends – rural consumer decision making process – influencing factors.

UNIT IV

Products and services – designing innovative products and services to rural market – pricing methods – methods of distribution – role of cooperative sectors – public distribution system.

UNIT V

Designing advertisement campaigns for rural markets – media choice – sales promotion techniques – personal selling and publicity – impact of information technology on rural communication.

REFERENCES

1. Krishnamachariyula, Cases in Rural Marketing, Person Education, 2003.
2. Krishnamachariyula, Rural Marketing text of cases, Person Education, 2002.
3. Pradeeo Kashyap and Siddhartha raut, The Rural Marketing, Biztantra, New Delhi, 2004.
4. Ram Kishen, New Perspectives in Rural and Agricultural Marketing, Jaico Publishing House, Mumbai 2005