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EIILM University

SYLLABUS BOOKLET

PG DIPLOMA IN MARKETING MANAGEMENT PROGRAMME

Syllabus PG DIPLOMA IN MARKETING MANAGEMENT SEMESTER – I ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS

Sub. Code: PGDMM-101

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK – I

Unit 1: Introduction to Management

Nature and Scope; Historical Evolution of Management Thought; Approaches and Systems of Management; Social Responsibilities of Management; Case Study - Regarding Scope of Creativity.

Unit 2: Functions of Management

Planning: its Need, Principle, Types and Steps Involved; Managerial Decision Making: Types and Steps Involved in Decision Making Process; Organizational Design: Elements and Types; Staffing; Directing; Controlling Concepts.

Unit 3: Human Resource Management

Human Resource Planning; Recruitment, Selection and Socialization; Training and Development; Performance Appraisal.

BLOCK - II

Unit 4: Systems Approach to Management

Management Development; Scientific Management Approach; Fayol's Principles of Management; Behavioral Approach; Human Resources Perspective; Communication: Functions and Direction of Communication; Choice of Communication Channel.

Unit 5: Behavior of Individuals

Nature of Organizational Behavior; Learning: Basic Nature of Learning, Theories, Classical Conditioning, Reinforcement; Individuals and Physical Ability; Theories of Perception and Personality; Measures of Personality.

Unit 6: Motivation and Leadership

Introduction; Motivational Factors; Motivational Theories; Applications of Motivation in Organizations; Leadership and Approaches to Leadership; Management and Leadership.

BLOCK - III

Unit 7: Group Dynamics

Types of Groups; Group Structure; Groups and Teams; Stages of Group Development; Group Decision Making Techniques; Understanding Work Teams; Types of Teams; Group Dynamics and Organizational Politics.

Unit 8: Organizational Culture

Introduction; Nature and Functions of Organizational Culture; Cultural Control Mechanisms; Culture: Conceptual Framework.

Unit 9: Organizational Issues

Typology and Evolution of Organizational Culture; Forces and Key Roles; Behavioral Resistance to Change; Work Stress and Stress Management.

Suggested Reading:

1. Organizational Behavior by Stephen P. Robbins & Tim A. Judge, Publisher: Prentice Hall of India Private Limited
2. Organizational Behavior by Fred Luthans, Publisher: McGraw Hill
3. Organizational Behavior by Aswathappa K, Publisher: Himalaya Publishing House
4. Principles of Management by T. Ramasamy, Publisher: Himalaya Publishing House
5. Organizational Theory by Mary Jo Hatch, Publisher: Oxford University Press

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – I
BUSINESS ENVIRONMENT

Sub. Code: PGDMM-102

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK – I

Unit 1: Overview of Business Environment

Concept; Meaning; Nature of Business Environment; Business Today; Types of Environment; Competitive Structures of Industries; Competitor Analysis; Environment- Business Relation; Environmental Analysis Process; Importance of Environmental Analysis.

Unit 2: Economic Systems and Political Environment

Economic System; Kinds of Economic System; the Flows of Economic Activity; Basic Problems of an Economy and the Role of Government; Political System; Function of State, Classification of Functions of State; Politico-Economic Synthesis.

Unit 3: Economic Transition in India: Privatization and Globalization

Introduction; Privatization: Objects, Privatization Routes, Benefits, Criticisms, Conditions for Success; Privatization in India; Privatization Policy; Types & Drawbacks of Privatization; Globalization; Reasons for Globalization ; Features & Stages of Globalization; Drawbacks of Globalization; Globalization Impact on Indian Economy.

Unit 4: Consumer Rights, Consumerism and Business

Introduction to Consumer Rights; the 8 Consumer Rights; Consumer Responsibility; Consumer Protection in India; Exploitation of Consumers; Plight of the Indian Consumer.

Unit 5: Business and Society

Social Environment: Poverty and Poverty Alleviation Programs, Labour and Employment, Women in the Workforce, Child Labour, Education, Health, Population and Family Welfare; Corporate Governance; Corporate Social Responsibilities; Business Ethics.

BLOCK - II

Unit 6: Business Law Part – I

Law of Contract (Indian Contract Act, 1872); Consideration & Competence to Contract; Performance and Discharge of Contracts; Contract of Agency

Unit 7: Business Law Part – II

Partnership Act, 1932; Sales of Goods Act, 1930; Law of Insurance; the Negotiable Instruments Act, 1881.

Unit 8: Company Law

Nature of Company and Formation; Memorandum and Article of Association; Prospectus; Statement in Lieu of Prospectus; Share and Share Capital; Debentures; Company Management and Remuneration; Meeting and Resolutions; Account and Audit, Prevention of Oppression, and Mismanagement; Winding Up.

Unit 9: Labor Law

Factory Act, 1948; Industrial Disputes Act, 1947; Minimum Wages Act; Workmen's Compensation Act

Suggested Reading:

1. Business Environment by Saleem Shaikh, Publisher: Pearson Education
2. Business Environment by Justin Paul, Publisher: The McGraw Hill Companies
3. Business Environment: Text and Cases by Francis Cherunilam, Publisher: Himalayan Publishing House
4. Business Environment by K. Chidambaram and V. Alagappan, Publisher: Vikas Publishing House Pvt. Ltd.
5. Labor Relations Law in India by Agarwal, S.L., Publisher: Macmillan Company of India Ltd., New Delhi
6. Industrial Law by Mallick, P.L., Publisher: Eastern Book Company, Lucknow
7. Labor and Industrial Laws by Misra, S.N., Publisher: Pioneer Publications, Delhi.
8. Aspects of Labour Welfare and Social Security by Sarma, A.M., Publisher: Himalaya Publishing House: Bombay.
9. Corporate Strategy on Fringe Benefits by Thakur, C.P., Publisher: Spectrum Publishing House: Delhi.
10. The Business Environment by Ian Worthington and Chris Britton, Publisher: Prentice Hall

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – I
MARKETING MANAGEMENT

Sub. Code: PGDMM-103

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

Unit 1: Concepts of Marketing Management

Definition and Concepts: Definitions of Marketing, Scope of Marketing; Core Marketing Concepts: Concept of Demand and Supply; Transaction; Major Marketing Management Philosophy; Social Marketing.

Unit 2: E-Business & Customer Satisfaction

E-Marketing: Marketing as Adapted to the New Economy; Components of E- Commerce (B2B and B2C); Web Marketing; Customer Satisfaction; Customer Relationship Management (CRM).

Unit 3: Marketing Opportunities Part - I

Strategic Planning: Business Mission, Concept of Strategic Business Units (SBU_s); Boston Consulting Group (BCG Model); Strength, Weakness, Opportunities & Threat (SWOT) Analysis.

BLOCK II

Unit 4: Marketing Opportunities Part - II

Marketing Process; Marketing Plan; Marketing Intelligence System; Marketing Decision Support System; Marketing Research and its Process; Measurement of Market Demand.

Unit 5: Marketing Environment - Internal & External

Marketing Environment Forces; Macro Environment; Micro and Internal Environment; Factors Influencing Consumer Buyer Behavior; Buyer Decision Process; Inputs for Buying Decision Process; Consumer Trends; Market Segmentation Process.

Unit 6: Developing Market Strategies and the Offerings Part - I

Positioning and Differentiation: Concept, Positioning according to Ries and Trout, Various Tools of Differentiation; Product Decisions and Strategies; Product Mix; Product Life Cycle; Brand Positioning; Brand Identity; Equity and Packaging.

BLOCK III

Unit 7: Developing Market Strategies and the Offerings - Part II

Introduction to Service Marketing; Differentiating Services; Product and Service Price; Response to Change in Price; Pricing Strategies.

Unit 8: Delivering Marketing Programs – Part I

Marketing through Channel Partners; Wholesalers and Retailers: Current Trend; Channel Management.

Unit 9: Delivering Marketing Programs – Part II

Market Communication, Process for Effective Communication; Advertising; Different Advertising Media; Sales Promotion; Public Relations; Direct Marketing; Personal Selling: Concepts and Process; Management of Sales Force.

Suggested Reading

1. Marketing Management by Kotler Philip; Publisher: Prentice-Hall of India
2. Marketing Management by Ramaswamy V S and Namakumari; Publisher: S Macmillan India Ltd., 2002
3. Marketing Management by Saxena Rajan; Publisher: Tata McGraw-Hill, 2002)
4. Marketing in India Cases and Readings by Neelamegham S; Publisher: Vikas Publishing House Pvt. Ltd., 2002)
5. Majaro-The Essence of Marketing by Stokes David; Publisher: Prentice Hall of India, 2002
6. Marketing in the 21st Century by Evans R Joel and Berman Barry; Publisher: Gower Publications.
7. Customer Relationship Management in the New Era of Internet Marketing by Newell F-Loyalty; Publisher: McGraw-Hill Professional Publishing.

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – I
ADVERTISING MANAGEMENT

Sub. Code: PGDMM-104

Credits-03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: Concepts of Advertising : The Field of Advertising

Introduction; Integrated Marketing Communication; Advertising and its Types; Comparative Advertising; Case Study; Communication Models in Advertising.

Unit 2: Integrated Advertising Program Analysis of Mission & Market

Objective Setting & Determining Target Audience; Understanding Segmentation; Positioning; Budget Decision; Case Study on Budgets.

Unit 3: Understanding Message Strategy

Message & Copy in Advertising; Headlines in Print & TV Advertising; Visualization & Layout; AD Appeals; Testimonials & Celebrity Endorsement.

BLOCK - II

Unit 4: Media Types & Decision

Types of Media; Media Selection; Media Planning: New Perspective, Media Decision.

Unit 5: Campaign Making

Three Phases of Campaign Creation; Steps of Effective Advertising; Upsetting the Applecart in the Scooterette Category in Style; Case Study: Understanding Campaigns.

Unit 6: Advertising Stake Holders: Advertising Organization

Evolution & History of Advertising Agency; the Working of AD Agencies; Organization Structure of Advertising Department; Interface with other Departments; Functions of Advertising Agency; Case Study.

BLOCK - III

Unit 7: Issues in Advertising

Regulation in Advertising; Case Study: Is the Environment being Harsh on Advertising? the Indian Advertising Regulations; Advertising Effectiveness.

Unit 8: Indian Advertising

Historical Evolution of Indian Advertising; Ethics in Advertising; Children & Women in Advertising.

Unit 9: Case Study

Campaigns & Cases; Case Study: With Kid Clives; PR or Advertising: Who's on Top? Is Celebrity Advertising Effective; Fido's Second Coming; a Saga of Hackneyed Effort.

SUGGESTED READING:

- 1. Advertising Management, Dr. Varma & Aggarwal, Publisher: King Books**
- 2. Principles of Marketing, Kotler & Armstrong, Publisher: Prentice-Hall of India**
- 3. Advertising: An Introduction Text, S. A. Chunawalla, Publisher: Himalayan Publishing House**
- 4. Advertising Principles and Practice by Wells Burnett Moriarty, Publisher: PHI**
- 5. Foundations of Advertising, S.A. Chunawalla, KC Sethia, Publisher: Himalayan Publishing House**
- 6. Advertising Management, Rajeev Batra, J.G.Myers, Publisher: Pearson Education**

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – I
RESEARCH METHODOLOGY & QUANTITATIVE TECHNIQUES

Sub. Code: PGDMM-105

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK – I

Unit 1: Research Process

Fundamentals of Research process; Role of Research in Business Decision Making; Types of Research; Steps in Research Process; Classification of Research Proposal; Contents of Research Proposal; Case Study: Research Proposal.

Unit 2: Research Design

Fundamentals of Research Design: Essentials of Research Design; Different Research Design. Experiment Design; Writing the Research Report: Categories of Reports, Steps of Report Writing, Key Elements, Methods of Report Writing, Formatting, Pilot-Test.

Unit 3: Sampling

Sources of Market Data; Secondary Data; Survey Data; Consumer Panel; TV Meters; Statistical sampling; Diaries in Social Research; Internet as a Source of Data; Secondary Analysis; Survey; Questionnaire Design: Issues in Questionnaire, Sample Questionnaires.

BLOCK – II

Unit 4: Data Grouping

Introduction to Data Grouping; Frequency Distribution; Formation of Discrete Series; Formation of Continuous Series; Graphic Presentation of Data; General Rules for Construction of Graphs; Histogram; Frequency Polygon.

Unit 5: Data Analysis

Measures of Central Value: Average, Types of Average, Arithmetic Mean, its Merits and Demerits, Median, its Merits and Demerits; Related Positional Measures: Quartile, Percentile, Decile; Mode: Merits and Demerits; Relationship between Mean, Median and Mode; Measure of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variance.

Unit 6: Probability and Distribution

Fundamentals of Probability: Concept, Calculation; Theorems: Additional, Multiplication, Conditional Probability; Theoretical Distribution: Binomial Distribution, Poisson Distribution, Normal Distribution.

BLOCK – III

Unit 7: Hypothesis

Introduction to Hypothesis; Types of Hypothesis; Testing of Hypothesis; Z- Test; T-Test; F-Test.

Unit 8: Correlation

Introduction to Correlation; Significance of Correlation; Types of Correlation; Coefficient of Correlation.

Unit 9: Regression

Introduction to Regression; Uses of Regression; Difference between Correlation and Regression; Regression Equation; Linear & Multiple Regression.

Suggested Reading:

1. Quantitative Methods for Business & Economics by Mouhammed, Publisher: PHI, 2007 Edition.
2. Quantitative Techniques for Managerial Decisions by A. Sharma, Publisher: Macmillan, 2008 Edition.
3. Quantitative Techniques for Decision Making by A. Sharma, Publisher: HPH, 2007 Edition.
4. Statistical Methods by S.P Gupta, Publisher: Sultan Chand & Sons, 2008 Edition.
5. Research Methodology by C. R. Kothari, Publisher: Vikas Publishing House
6. Research Methodology and Statistical Methods by T. Subbi Reddy, Publisher: Reliance Publishing House
7. Research Methodology and Statistical Techniques by Santosh Gupta , Publisher: Deep and Deep Publication
8. Research Methodology by V. P. Pandey, Publisher: Himalaya Publication
9. Research Methodology in Management by Arbind and Desai, Publisher: Ashish Publication House

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – II
INTERNATIONAL MARKETING

Sub. Code: PGDMM-106

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: Introduction

Introduction to International Marketing, Strategic Concept of Marketing; Market Needs and Wants; Guiding Principles of the Marketing Company.

Unit 2: Global Marketing Environment

Introduction; Economic Environment: the World economy; Economic Environment: Foreign Economies; International Trade Theory; Political Environment; Legal Environment; Social and Cultural Environment.

Unit 3: Business Customs in Global Marketing

Introduction; Business Ethics and Bribery; Domestic Economy; Trade Distortions and Marketing Barriers; Case Studies: Ice Cream in Korea; Unilever and Nestle an Analysis; Nestle: the Infant Formula Incident; Euro Disney A and B.

BLOCK - II

Unit 4: Analyzing and Targeting Global Opportunities

Global Marketing Information Systems and Research; International Marketing Intelligence; Segmentation; Targeting and Positioning; Case study: Swatch Watch, Oriflame.

Unit 5: Global Marketing Strategy

Entry and Expansion Strategies: Marketing and Sourcing; Planning Process and Entry Strategies; Cooperative Strategies and Global Strategic Partnerships; Competitive Analysis and Strategy; Strategic Positioning and Intent; Case Study: Metro Corporation, Ascom Hasler Mailing Systems, Kodak vs. Fuji.

Unit 6: Global Marketing Programs

Product Decisions; International Product Strategies; Moving toward World Product.

BLOCK III

Unit 7: Branding

Branding Decisions; Branding and Packaging Decisions; Marketing Industrial Products; International Marketing of Services; Basic Pricing Concepts; Dumping and Counter Trade; Transfer Pricing and other Pricing Approaches.

Unit 8: Advertising

Global Advertising; Advertising School of Thoughts; Global Promotion; Channels of Distribution; Channel Development and Adaptation; Guide for Developing a Marketing Plan; Physical Distribution and Documentation.

Unit 9: Global Marketing

Global E - Marketing; Case Study: Baseball, Sony, Enron: Supplying Electric Power in India; Sources of Financing and International Money Markets; Negotiating with International Customers; Implications of Negotiations; Leading; Organizing and Monitoring the Global Marketing Effort; Future of Global Marketing; Case Study: Parker Pen, CEAC, Nokia.

SUGGESTED READING:

1. International Marketing by Warren Keegan, Publisher: Pearson *Education* Asia Ltd and Tsinghua University Press.
2. Strategic Planning for Export Marketing by Franklin R Root Scranton, Publisher: International Textbook Co.
3. International Trade and Investment by Franklin R Root Scranton, Publisher: International Textbook Co.
4. International Marketing Management by Philip Kotler, Publisher: Prentice-Hall International, Inc.
5. International Marketing by Philip R Cateora and John L Graham, Publisher: Irwin/McGraw-Hill, Boston
6. International Marketing (Analysis and Strategy) by Sak Onkvisit & John J Shaw, Publisher: Pearson Education Asia Ltd and Tsinghua University Press.
7. International Marketing by Vern Terpstra and Ravi Sarathy, Publisher: New York Holt, Rinehart and Winston Inc.

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – II
STRATEGIC MANAGEMENT

Sub. Code: PGDMM-107

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK – I

Unit 1: Strategic Planning

Strategic Context and Terminology; Definition of Strategy; Difference between Policy, Strategy and Tactic; Difference between Long Range Planning and Strategic Planning; Characteristics of Strategic Decisions.

Unit 2: Strategic Architecture

Level of Strategy; Characteristics of Strategic Decision at 3 Levels; Role of Strategic Management.

Unit 3: Object / Mission / Vision

Concepts of Goal, Objectives, Mission, and Vision; Comparative Analysis of Objectives, Mission, and Vision in Different Context; Understanding of Objectives, Mission, and Vision; Strategic Intent.

BLOCK – II

Unit 4: Different Approaches to Strategy

Introduction to Different Approaches to Strategy; Incremental and Emergent Strategies; Implicit and Explicit Strategies; Approaches to Strategic Management; Strategic Implementation; Strategic Evaluation and Control; Planning Process: Feature, Importance, and Steps; Strategic Planning Process; Strategic Planning in the Next Millennium.

Unit 5: Strategy Formulation: Environmental Auditing

Environmental Analysis; Environmental Complexity; Pestle Analysis; Porter's 5 Force Analysis.

Unit 6: Strategy Formulation: Strategic Direction

Introduction to Understanding Business; Competitor Analysis; Boston Matrix; International Dimensions of Strategy: Growth, Stability, Profitability, Efficiency, Market Leadership, Survival, Merger, and Acquisition; Core Competence.

BLOCK – III

Unit 7: Strategy Formulation: The Internal Audit

Bench Marking; the Use of McKinsey's 7S Framework; SWOT (Strength, Weakness, Opportunities, and Threats) Analysis; Value Chain Analysis; Scope of Activities and Markets.

Unit 8: Strategy Implementation

Framework of Strategic Implementation: Concept, Factors causing Unsuccessful Implementation of Strategy; Activation Strategy; Structural Implementation; Functional Implementation; Behavioral Implementation; Resource Mobilization and Allocation: Finance, Human Resources, Materials, and Time.

Unit 9: Strategic Evaluation and Control

Strategic Evaluation and Control: Concept, Role, and Barriers; Control Process; Techniques of Strategic Evaluation and Control.

SUGGESTED READING:

1. Exploring Corporate Strategy by Johnson & Scholes, Publishing House: Prentice Hall
2. The Strategy Process by Mintburg, Quinn, and Ghosal, Publishing House: Prentice Hall

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – II
SALES AND DISTRIBUTION MANAGEMENT

Sub. Code: PGDMM-108

Credits-03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: An Introduction to Sales Management

Objectives and Scope of Personal Selling; Buyer Seller Dyad and Personal Selling Situation; Theories of Personal Selling; Personal Selling Process; Mistakes in Sales.

Unit 2: Sales Forecasting

Prospecting; Sales Resistance; Closing Sales; Types of Personal Selling Objectives; Analyzing Market Potential; Sales Forecasting Methods: Qualitative Methods, Quantitative Methods.

Unit 3: Organization and Management of Sales Force

Functions of Salesperson; Qualities of Effective Sales Executive; Purpose of Sales Organization; Setting up a Sales Organization; Types of Sales Organization Structure; Centralization Versus Decentralization in Sales Force Management.

BLOCK - II

Unit 4: Recruiting, Selection and Training of Sales Force

Recruitment Process; Selection Process; Training Objectives; Training Methods; Training Content; Organization of Sales Training; Need of Motivation; Theories of Motivation; Devising Compensation; Types of Compensation Plans; Fringe Benefits.

Unit 5: Standards of Performance Qualitative, Quantitative

Different Performance Standards; Recording of Actual Performance; Types of Sales; Force Reports; Evaluation and Control through Action and Supervision.

Unit 6: Controlling the Sales Effort

Purpose of Sales Budget; Objective in using Quotas; Procedure of Setting Quota; Limitations of Quota System; Concept of Sales Territory; Need for Establishment and Revision of Sales Territory; Assignment of Sales Personnel to Territories; Importance of Customer Feedback by Sales Personnel.

BLOCK - III

Unit 7: Channels of Distribution and Strategy

Marketing Channel; Types of Intermediaries; Contemporary Channel Scenario in India; Objective of Marketing Intermediaries; Function of Marketing Channel.

Unit 8: Channel Design

Steps in Channel Design; Selection of Appropriate Channel; Channel Management; Channel Motivation.

Unit 9: Physical Distribution

Physical Distribution Concepts and Objective; Components of Physical Distribution; Transportation; Warehousing; Impact of IT on Physical Distribution; Implication of Supply Chain Management in Physical Distribution.

SUGGESTED READING:

1. **Sales Management by Richant.R.Still, Edward .Gundiff and Norman.A.P.Govoni
Publisher: Prentice Hall of India, 2002**
2. **Sales Management: Analysis and Decision Making by Ingram, Publisher: Cengage Learning, 2007**
3. **Sales & Distribution Management, by Krishna .K.Havaldar and Vasant. M. Cavall,
Publisher: TMH, 2007.**
4. **Fundamentals of Sales Management, by Ramneek Kapoor, Publisher: Macmillan,
2007.**
5. **Management of a Sales Force, by Spiro, Stanton and Rich, 7th Reprint, Publisher:
TMH, 2007.**
6. **Sales Management: In the Indian Perspective, by Vaswar Das Gupta, Publisher:
PHI, 2007.**
7. **Managing and Motivating your Agents and Distributors by Iyer Vinoo, Publisher:
Pitman Publishing,**

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – II
CONSUMER BEHAVIOUR

Sub. Code: PGDMM-109

Credits-03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: The Study of Consumer Behaviour

Introduction; Marketing and Consumer Orientation; Diversity in Market Place; Factors Influencing Buyer Behaviour; Buyer Behaviour; Organizational Buying Vs Consumer Buying; Case Study.

Unit 2: Market Segmentation

Market & its Types; Market Segmentation; Consumer Research Process; Eight Step Research Process; Case Study on Segmentation; Case Study on Data Gathering for Marketing Research; Conducting Research Study; Case on Consumer and Competition.

Unit 3: Consumer as an Individual

Consumer Needs; Types and Systems of Need; Hulls Drives Reduction Theory; Maslow's Hierarchy of Needs; Mc Clelland's Three Needs Theory; Consumer Motivation Concept; Means: End Chain Model; Case Study: Taking a Brand Global.

BLOCK - II

Unit 4: Consumer Perception

Perception: Definition, Elements of Perception, Nature & Process of Perception; Case Study: the Power of Managing Value, Dynamics of Perception; Consumer Imagery and Perceived Risk; Reference Prices; Price/Quality Relationship; Case Study: Its Perception Management; Indian Brands Abroad have to Work on Perception.

Unit 5: Consumer Learning

Consumer Learning & Involvement; Behavioral Learning Theories; Cognitive Learning Theories; Brand Loyalty; Case Study: the Writing on the Wall.

Unit 6: Consumer Attitudes and Personality

Attitudes: Introduction, Models of Attitude; Case Study: Consumer Attitude - Let Consumer Psyche Work for you, Attitude Formation and Change; Case Study: Holicks in a New Avatar; Personality: Introduction, Theories of Personality, Personality and Understanding; Consumer Diversity; Case Study; Communication: Components of Communication, Designing Persuasive Communications.

BLOCK - III

Unit 7: Consumer Behaviour in Social Settings

Group Dynamics and Consumer Reference Groups: Reference Groups, Application of Reference Groups; the Family: Concept, Functions of the Family, Family Decision Making, the Family Life Cycle; Social Class and Consumer Behaviour; Lifestyle Profiles of the Social Classes; Social Class Mobility.

Unit 8: Influence of Culture on Consumer Behaviour

Characteristics of Culture; Measurement of Culture; Subcultures and Consumer Behaviour; Definition of Subculture; Types of Subcultures (Religious, National, Geographic, Racial, Age, Sex); Subculture Interactions, Cross Cultural Consumer Analysis; Alternative Multinational Strategies; Cross Cultural Psychographic Segmentation; Marketing Mistakes.

Unit 9: Opinion Leadership Process

Introduction to Opinion Leaders; Measurement of Opinion Leadership; Profile of Opinion Leader; the Interpersonal Flow of Communication; Opinion Leadership and the Firm's Promotional Strategy; Diffusion of Innovations: Diffusion Process, Adoption Process, and the Profile of the Consumer Innovator.

Unit 10: Consumer Decision: Making Process

Levels of Consumer Decision; Process of Decision Making, Types of Purchase Decision Behaviour; Stages in the Buyer Decision Process; Models of Consumers: Howard - Sheth Model, Engel-Kollat- Blackwell Model, Model of Family Decision Making, Model of Industrial Buying Behaviour.

SUGGESTED READING:

- 1. Cases in Marketing Management by Brennan. R, Publisher: Pitman; 1995**
- 2. Marketing Management: The Millennium Edition by Kotler.P, Publisher: Prentice – Hall**
- 3. Consumer Behavior by Schiffman G.L and Kanuk L.L, Publisher: Prentice- Hall**
- 4. Consumer Behavior by Atul Kr Sharma, Publisher: Global Vision Publishing House**
- 5. Consumer Behavior, by Raju M.S, Publisher: Vikas Publishing House Pvt. Ltd, 2004**

Syllabus
PG DIPLOMA IN MARKETING MANAGEMENT
SEMESTER – II
MARKETING OF SERVICES

Sub. Code: PGDMM-110

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK – I

Unit 1: Overview of Services

Introduction; Special Characteristics of Services; Classification of Services; Consumer Behaviour.

Unit 2: Customer Relationship Marketing

Service Revolution; Relationship of Service Marketing; Financial Services Marketing and Regulations, Importance of Services in Customer Satisfaction.

Unit 3: Marketing Positioning

Marketing Mix: Services and Technology, First P – Product, Life Cycle, Service Concept, Service Mix; Positioning and Differentiation of Services: Evolution, Competitive Differentiation of Positioning, Levels and Process, Positioning Option, Implementation; Positioning Process.

Unit 4: Pricing in Service

Introduction; Key Pricing concepts; Pricing Issues for Services; Organization's Objectives and Pricing; Framework for Pricing Decision..

Unit 5: Planning and Communication Process

Promotion and Communications in Services Marketing; Services Distribution Planning; People – the Fifth “P”; Process and Physical Evidence.

BLOCK - II

Unit 6: Service Standard

Service Quality: Developing, Assessing, Benchmarking, Implementing, and Monitoring Quality Services; Service Standards: Factors necessary for Appropriate Standards; Implications of Service Standard; Critical Implications of Service Employees.

Unit 7: Internal Audit and Market Research

Contingency of Empowerment; Internal Service Audit; Global Feature; McDonald's Approach; Market Research Process: Qualitative or Quantitative Data; Problem Definition/ Establishment of Research Objectives; Data Analysis; Gathering and Storing of Marketing Information; The Marketing Information System.

Unit 8: Planning of Relationship Marketing

Marketing Planning for Services; Internal Marketing; Relationship Marketing; Customers' Role in Service Delivery; Strategies for Enhancing Customer Participation.

Unit 9: Channel Planning Pricing

Delivering through Intermediary Channels; Basic Channel Functions; Benefits and Challenges in Electronic Distribution of Services; Managing Demand and Capacity; Strategies for Matching Capacity and Demand; The Integrated Gap Model of Service Quality.

Suggested Reading:

1. Service Marketing: Text, Cases and Reading by Lovelock C; Publisher: Pearson Education Industrial Marketing by Ghosh, Publisher: Oxford University Press
2. Service Marketing by Woodruff H; Publisher: Macmillan
3. Service Marketing by Zeithmal V. A. et.al. Publisher: Tata McGraw-Hill Publishing Company limited.
4. Managing Service Marketing by Baleson J. E. G., Publisher: Dryden Industrial Marketing Text Book: ICMR