

Title of Programme: Post Graduate Diploma in Marketing Management (PGDMM)

I. Programme's Mission & Objectives

The objective of the Programme is to cater to the requirements of the individuals who wish to pursue their studies in the field of marketing and to inculcate relevant competencies for various stages of their marketing career and to enhance their skills needed to be an effective and vibrant marketing professionals.

II. Relevance of the program with HEI's Mission and Goals:

The programme aims to provide knowledge of concepts, strategies and issues involved in the marketing of products and services. The programme tries to enhance the understanding of Consumer Behavior, Marketing Research, Supply Chain Management.

The Post Graduate Diploma in Marketing Management is a program developed specifically to help aspiring marketing professionals and those already in the field with the technical and creative know-how to craft a superior communication message. The course also emphasizes on the need to interact with vendors to deliver on a brief and offer out-of-the-box solutions, dynamic realities of the market place while emphasizing on consumer behavior, market research and other elements of marketing and sales management

III. Nature of prospective target group of learners:

The programme shall also be useful for the professionals who want to advance and improve in their current job profile. Further, the advantage of work experience in the related discipline shall give them an edge in knowledge about the field. The target learners shall be the persons with one year experience in the marketing and who are interested in pursuing career in the area of sales and marketing.

Accordingly, the target learners of the programme are:

- Early- and mid-career professionals working in the areas of sales/marketing/marketing research/customer relations.
- Sales Personnel
- Persons working in Advertising Agencies.
- Persons working in Supply chain and Logistics Departments.
- Professionals working in the Marketing Research Agencies.

IV. Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

The programme provides knowledge and skills of exercising marketing strategies by the professionals thereby contributing in the development of organization. Therefore, adequate attention is also paid to the application of knowledge, self awareness among learners and development of problem solving, and decision making skills. For appropriateness of the PGDMM offered in the ODL mode it is ensured that curriculum has all components of Sales, Marketing, Consumer Behavior, Sales and Distribution Management, that is important for practice of the Professionals. To give insight about global practices in Marketing Management, International Marketing Management is also included as a course in the curriculum. Further, for ensuring suitability to ODL System; eligibility criteria, admission procedures, duration and evaluation are also considered to make the programme relevant for the purpose.

V. Instructional Design :

Instructional design is a scientific system that includes the principles of the effective design and implementation of a programme. In distance learning, instructional design has its own relevance. The

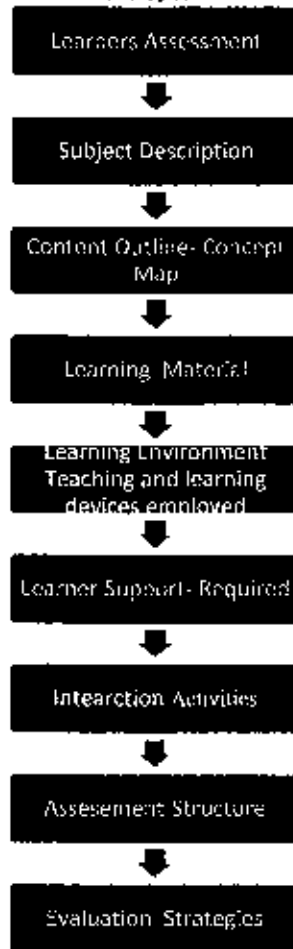


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successful distance learning design incorporates the unique learning requirements of adult learners. Prior to the development of the courses, curriculum assessment has been done and access devices and pedagogical tools have been applied for making curriculum. The contents of each course are divided into Blocks and Units. The entire study material is divided into small and manageable booklets to facilitate distance learners. For self assessment of learners Self Check Exercises are provided to recapitulate, consolidate and evaluate what they have learnt so far before moving on to the next stage. Further, various theories and models are referred for designing effective instructional events, some are specified as under;

- Learning objectives
- Self Check Exercises with Answers
- Reinforcing activities
- Small chunks of learning through learning modules.
- Modular Structure
- Statement of Objectives
- Indepth learning
- Hint Answers
- References
- Real World Contexts/Cases
- Real World Examples
- Self Appraisal Exercises
- School's Blog for enhanced learning

The programme has been developed on the basis of the following sequential steps:



मुख्य अधिकारी
मुख्य शिक्षक
मुख्य शिक्षक

VI. Procedure for admissions, curriculum transaction and evaluation:

Admission

Admission to PGDMM will be allowed on the basis of score obtained in the entrance-test being conducted for the purpose.

The written test assess Reasoning ability, Comprehension and vocabulary, General knowledge, Numerical Ability, Data Interpretation and Current Awareness to check preparedness of a learner to undertake a subject like management studies.

The entrance-test has questions from the following areas-

1. Reading/Writing Comprehension- 20%
2. Numerical Ability/Data Interpretation- 30%
3. Logical/Mental Ability- 30%
4. Current Awareness- 20%

The duration of entrance test is of 2:30 hours and it contains have Multiple Choice (objective type) Questions(MCQs).

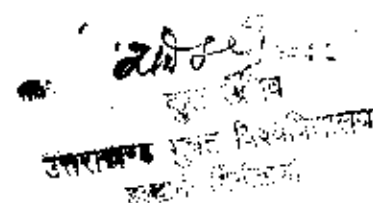
Eligibility	Duration (Yrs)		SILM	Mode of Exam (Annual/Sem)	Year/ Sem	Programme	Project/ Workshop	Exam	Practical	Viva-Voce	Identity Card	Learner Welfare	Degree Fee	Grand Total
	Min	Max												
50% Marks at graduate or post graduate level with 1 year experience in the relevant field. Further those having 45% marks at graduate level or post graduate level shall also be eligible with 2 years' of supervisory/ managerial/ professional / teaching experience after completing graduation or post-graduation (even if the degree has been obtained in ODL mode or as a private student). (5% relaxation for reserved category). Admission through entrance test conducted by University / MAT /CAT score	1	3	English	SEMESTER	I	8000	-	450	-	-	50	100	-	8,600
					II	-	-	450	-	-	-	300	750	

Curriculum Transaction

The programme consist of 6 courses in all .Each course comprises of six credits. The total credits of the programme are 36.

First Semester





Marketing

- Marketing Research- MS-501
- Advertising and Sales Promotion- MS-502
- Consumer Behaviour- MS-503

Second Semester

Any three shall be selected by learners

- International Marketing- MS-504
- Services Marketing- MS-505
- Supply Chain Management- MS-506
- Rural Marketing- MS-507
- Sales and Distribution Management MS-508
- Industrial Marketing- MS-509
- Brand Management MS-510

Evaluation

Learners are evaluated on the basis of term end examination and one assignment per course. The assignment is submitted to the concerned learner support centre. The components of evaluation for each course include the following:

- a. Assignments 20 % weightage
- b. End-term examination 80 % weightage

VII. Requirements of the laboratory support and Library Resources:

A well equipped library having sufficient number of books and resource material to supplement the learners and faculty requirements are needed. Further, for the programme it is essential that every study centres should have sufficient computers with proper internet connectivity to support learners requiring IT facilities.

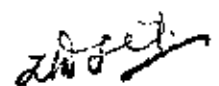
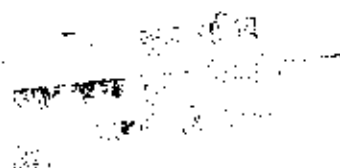
VIII. Cost estimate of the programme and the provisions:

Cost Estimation		
Particulars	Details	Amount (in Rs.)
INSTRUCTIONAL SERVICES		
Development of In-house SLM	Payment to course writers	1610000
	Payment to Editors	702000
	Total Cost	2312000

IX. Quality assurance mechanism and expected programme outcomes :

The Department reviews its programme time to time through its expert committee, Board of Studies meetings to enhance the standard of its curriculum and instructional design. The Board of Studies and Expert Committee comprise of renamed academicians and Practitioners who design, review and give insights to update the course curriculum and study material.



POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

SEMESTER 1ST

Course Name: Marketing Research

Course Code-MS501

Course Credits: 6

Course Objective: The course is designed to inculcate the analytical abilities and research skills among the students in the field of marketing.

Block I Introduction to Marketing Research

Unit I Introduction to Marketing Research

Unit II Types of Marketing Research

Unit III Marketing Research Industry in India

Unit IV Marketing Research Process

Unit V Marketing Research Problem

Block II Research Design and Formulation

Unit VI Research Design

Unit VII Exploratory Research Design

Unit VIII Descriptive Research Design

Unit IX Casual Research Design

Unit X Attitude Measurement and Scaling

Unit XI Quantitative Judgement Methods

Block III Data Collection and Sampling

Unit XII Information Needs

Unit XIII Primary Methods of Data Collection

Unit XIV Sampling: Design and Procedures

Unit XV Sampling Distribution

Unit XVI Determination of Sample Size and Testing of Hypothesis

Block IV Data Analysis, Interpretation and Presentation

Unit XVII Data Processing and Application of test

Unit XVIII Data Analysis and Interpretation

Unit XIX Analytical Techniques in Marketing Research

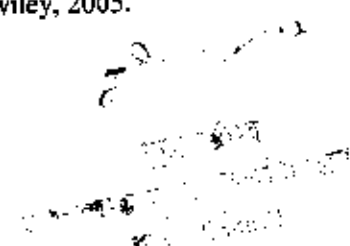
Unit XX Research Report Preparation & Presentation.

Unit XXI International Marketing Research

Unit XXII Ethics in Marketing Research

Suggested Readings:

1. Churchill, Marketing Research: Methodological Foundations, Cengage Learning, 2007
1. Zikmund, Essentials of Marketing Research, Cengage Learning, 2007
2. "Donald.R.Cooper and Pamela.S.Schindler", Marketing Research Concept & Cases, TMH, 2006.
3. "Aaker , Kumar and Daj", Marketing Research, 7th edition, Johnwiley, 2005.



4. "G.C.Beri", Marketing Research, TMH, 2008.
5. "S.Shajahan", Marketing Research Concepts & Practices in India, Macmillan, 2004.
6. "David.J.Lick and Donald.S.Rubin", Marketing Research, 7th edition, PHI, 2007.
7. "Naresh.K.Machotra", Marketing Research-An Applied Orientation, PHI, 2007.
"Parasuraman, Dhruv Grewal and R.Krishnan", Marketing Research, Biztantra, 2007.

Course Name: Advertising and Sales Promotion

Course Code-MS502

Course Credits: 6

Course Objective: This course aims at providing the students the understanding of advertising and sales promotion techniques for their effective application.

Block I Introduction to Advertising Concepts

Unit I Introduction to Advertising

Unit II Advertising and Society

Unit III Advertising & the Marketing Process

Unit IV Various forms of Advertising

Unit V Advertising: Curse or Catalyst

Block II Advertising Planning and Strategy

Unit VI Advertising Business: Agencies and Client Relationship

Unit VII Advertising Planning and Strategy

Unit VIII Media Planning and Buying

Unit IX Creative side of Advertising

Unit X Consumer Behaviour and Advertising

Unit XI Evaluation of Advertising Effectiveness

Block III Issues in Advertising

Unit XII Advertising Budgeting

Unit XIII Outdoor, Transit, Local and Non-Commercial Advertising

Unit XIV Campaign Planning and Globalisation in Advertising

Unit XV Media Evaluation

Block IV Sales Promotion

Unit XVI Sales Promotion

Unit XVII Types and Techniques of Sales Promotion

Unit XVIII Relationship between Sales Promotion and Advertising

Unit XIX Promotional Strategies

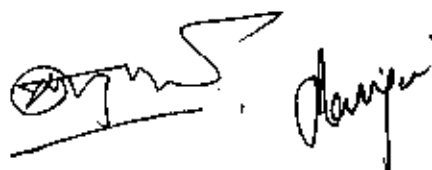
Unit XX Sales Promotion Budget

Unit XXI Public Relations and Personal Selling in context to Advertising and Sales Promotion

Unit XXII Sales Promotion Design Issues

Suggested Readings:

1. Kenneth Clow, Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.



3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.
E.Betch and Michael, Advertising and Promotion, MC. Graw Hill

Course Name: CONSUMER BEHAVIOUR
Course Code: MS 503

Course Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Block I: Understanding of Consumer Behaviour.

Unit I: Consumer Behavior- An Introduction

Consumer Behavior: Definition, Concept, Scope, Application, Importance. Evolution of consumer behavior and its application in marketing decisions.

Unit II: Consumer Behavior and Marketing Strategy.

Unit III: Market Segmentation in context of Consumer Behaviour.

Unit IV: Consumer Research: Types and Process.

Unit V: Consumer Behaviour Practices in India.

Block II: Individual Determinant of Consumer Behaviour.

Unit VI: Consumer Motivation and Values.

Unit VII: Personality and Consumer Behaviour.

Unit VIII: Consumer Perception.

Unit IX: Consumer Learning.

Unit X: Consumer Attitude Formation and Change.

Unit XI: Psychological Influences on Consumer Behaviour.

Block III: External Determinant of Consumer Behaviour.

Unit XII: Social Class influence on Consumer Behaviour.

Unit XIII: Communication and Persuasion.

Unit XIV: Cultural Influence.

Unit XV: Sub-Cultural and Cross-Cultural Influence.

Unit XVI: Public Policy and Consumer Advocacy in context of Consumer Behaviour.

Unit XVII: Models of Consumer Behaviour: Industrial Buying and Individual Buying.

Block IV: CRM and Consumer Decision Making.

XVIII: Consumer Behaviour Audit.

XIX: Diffusion of Innovation and Opinion Leadership.

XX: Consumer Decision Process.

XXI: CRM and e-CRM.

XXII: Developing CRM Strategy.

XXIII: CRM Building: Infrastructure, Information Process and Technology.

Suggested Readings:

1. Leon G. Schiffman, Leslie Lazar Kanuk, "Consumer Behaviour", Pearson Education, New Delhi, 2002.
2. David L.Loudon, Albert J Della Bitta, "Consumer Behaviour", McGraw Hill, New Delhi 2002.

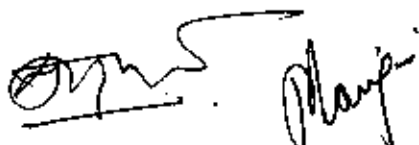
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3. Jay D. Lindquist and M. Joseph Sirgy, "Shopper, buyer & consumer Behaviour, Theory and Marketing application", Biztantra Publication, New Delhi 2005.
4. Sheth Mittal, "Consumer Behaviour A Managerial Perspective", Thomson Asia (P) Ltd., Singapore, 2003.
5. K.K. Srivastava, "Consumer Behaviour in Indian Context", Goal Gotia Publishing Co, New Delhi 2002.
6. S.L. Gupta & Sumitra Pal, "Consumer Behaviour an Indian Perspective", Sultan Chand, New Delhi 2001.
7. Ms. Raju, Dominique Xavedel, "Consumer behaviour, Concepts Applications and Cases", Vikas publishing house (P) Ltd., New Delhi – 2004.
8. Henry Assael, Consumer behaviour strategic approach Biztantra, New Delhi, 2005.

SEMESTER 2ND**Course Name- International Marketing****Course Code- MS 504****Course Credits: 6**

Course Objective: The markets have now crossed the national boundaries it is has become important specially for a developing country like India. The major objective of this course is to provide an exposure to the students to the area of Marketing in the International perspective.

BLOCK I CONCEPTS OF INTERNATIONAL MARKETING**Unit I International Marketing: Concept and Process****Nature, Scope, Dimension, Foreign Market Entry and Benefits of IM****Unit II Theories of International Trade and their application in IM****Unit III International Marketing Environment****Unit IV International Market Intelligence****Unit V Potential Market Assessment and Entry Strategies.****BLOCK II INTERNATIONAL MARKETING MIX****Unit VI International Product Policy****Unit VII International Pricing strategy****Unit VIII Global Distribution****Unit IX International Branding Strategy****Unit X International Promotion Strategies and Packaging Policies.****Unit XI International Market Segmentation****BLOCK III INTERNATIONAL ORGANIZATION & POLICIES****Unit XII International Organizations: WTO, IMF, UNCTAD, ASEAN****Unit XIII International Marketing Issues and Dispute Settlement Body****Unit XIV International Logistics and Emerging Issues****Unit XV Export Promotion Policies of India****Unit XVI SEZ and their Implications****Unit XVII Tariff and Non- tariff Barriers and Emerging Issues****BLOCK IV INTERNATIONAL MARKETING AND FOREIGN TRADE**


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- Unit XVIII India Foreign Trade Policy
- Unit XIX India's Foreign Trade and its Composition
- Unit XX Globalization and India - Post Liberalization, India's Competitive Advantage,
- Unit XXI Exports Procedures and Documentation
- Unit XXII International Sales Contract
- Unit XXIII International Commercial Terms & Trade in Services.
- Unit XXIV The Future of Global Marketing

Suggested Readings

1. Bhattacharya, B., "Export Marketing, Strategies for Success", Global Business Press, New Delhi.
2. India, Ministry of Commerce, "Import/Export Policy".
3. Indian Institute of Foreign Trade, "Cases in International Marketing: Indian Experience", IIFT., New Delhi.
4. Indian Institute of Foreign Trade and International Trade Centre, Geneva, "Commodity Market Surveys".
5. Johri, Lalit M., "International Marketing: Strategies for Success".
6. Varshney and Bhattacharya : International Marketing management.

Course Name- Service Marketing

Course Code- MS 505

Course Credits: 6

Course Objective: The emergence of tertiary sector calls for better understanding of services development and delivery. This paper aims at providing the students the intricacies process of services marketing.

BLOCK I SERVICE MARKETING

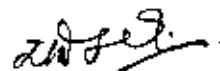
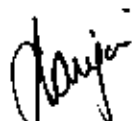
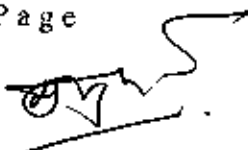
- Unit I Marketing of Services: An Introduction
- Unit II Managing Demand for Services
- Unit III Different Aspects of Yield Management
- Unit IV Understanding the Framework for Services Marketing Management.
- Unit V Positioning and Focusing

BLOCK II STRATEGIC ISSUES OF SERVICES MARKETING

- Unit VI Knowledge of Buyer Behaviour in Services
- Unit VII Customer Expectation and Customer Groups
- Unit VIII Customer Perception and the Service Quality
- Unit IX Customer Relationship
- Unit X Service Guarantee and Service Recovery

BLOCK III TOOLS FOR SERVICE MARKETERS

- Unit XI Creating, Delivering and Service Development Design
- Unit XII Understanding the Customer Defined Services Standards
- Unit XIII Physical Evidence and Process in Services Marketing
- Unit XIV Focus on Employees' role and Empowerment of Services
- Unit XV Customer's Role in Service Delivery



BLOCK IV MARKETING OF FINANCIAL SERVICES

- Unit XVI Marketing of financial services, Banking, Financial Institutions
 Unit XVII Communication & Information Service Marketing-Telecom, Computer, Courier
 Unit XVIII Globalization of Marketing of Services
 Unit XIX Marketing of Health Services, Hospitality Services including Travel, Hotels and Tourism
 Unit XX Strategic marketing management for services
 Unit XXI Internal Marketing of a Service - External versus Internal Orientation of Service Strategy
 Unit XXII Service Quality and Issues
 Unit XXIII Emerging Trends of Service marketing and role of internet

Suggested Readings:

1. Kenneth E Clow, et. al "Services Marketing Operation Management and Strategy" Biztantra, New Delhi, 2004.
2. Christopher H.Lovelock, Jochen Wirtz, "Services Marketing", Pearson Education, New Delhi, 2004.
3. Halen Woodroffe, "Services Marketing", McMillan Publishing Co, New Delhi 2003.
4. Nimit Chowdhary and Monika Choudhary, "Text book of Marketing of Services", the Indian experience, MacMillan Publishing Co, New Delhi, 2005.
5. Christian Gronroos, "Services Management and Marketing a 'CRM Approach", John Wiley and sons England 2001.
6. Bhattacharjee, "Services Management, An Indian Respective" Jaico Publishing House, Chennai, 2005.

Course Name- Supply Chain Management

Course Code- MS 506

Course Credits: 6

Course Objective: The course aims to provide the student the in-depth knowledge of logistics and supply chain management so as to help in tackling the related business problems develop efficiency.

BLOCK I INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

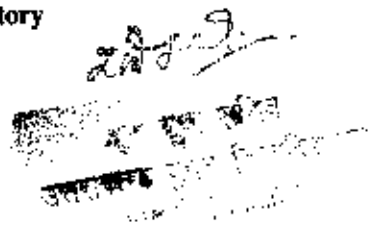
- Unit I Introduction, Supply Chain, Importance, Process, Objectives
 Unit II Supply Chain Performance
 Unit III Supply Chain Drivers and Metrics
 Unit IV Distribution Network in Supply Chain
 Unit V Network Design in the Supply Chain

BLOCK II DEMAND AND SUPPLY IN SUPPLY CHAIN

- Unit VI Global Supply Chain & Uncertainties in Practices.
 Unit VII Demand Forecasting in Supply Chain
 Unit VIII Aggregate Planning in Supply Chain
 Unit IX Planning Supply and Demand in a Supply Chain
 Unit X Co-ordination in Supply Chain.

BLOCK III PLANNING AND MANAGING INVENTORIES

- Unit XI Economies of Scale in a Supply Chain: Cycle Inventory



- Unit XII Safety Inventory Management
 Unit XIII Level of Product Availability
 Unit XIV Transportation in Supply Chain
 Unit XV Sourcing Decision in Supply Chain

BLOCK IV MANAGING CROSS FUNCTIONAL DRIVERS IN SCM

- Unit XVI Pricing and Revenue Management in a Supply Chain
 Unit XVII Information Technology in a Supply Chain, Coordination in a Supply Chain
 Unit XVIII Demand Management and Customer Service
 Unit XIX Internet Technologies and Electronic Commerce in SCM
 Unit XX E-business and Supply Chain
 Unit XXI Financial evaluation of Supply Chain Decisions

Suggested Readings:

1. Sunil Chopra and Peter Meindi, Supply Chain Management-Strategy Planning and Operation, Pearson Education, Third Indian Reprint, 2004.
2. Monczka et al., Purchasing and Supply Chain Management, Thomson Learning, Second edition, Second Reprint, 2002.
3. Altekar Rahul V, Supply Chain Management-Concept and Cases, Prentice Hall India, 2005.
4. Shapiro Jeremy F, Modeling the Supply Chain, Thomson Learning, Second Reprint, 2002.
5. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, Second Indian Reprint, 2004.
6. Sople Vinod V, Logistics Management – The Supply Chain Imperative, Pearson Education, Indian Reprint 2004.
7. Ailawadi C Sathish & Rakesh Singh, Logistics Management, Prentice Hall India, 2005.
8. Coyle et al., The Management of Business Logistics, Thomson Learning, 7th Edition, 2004.
9. Bowersox Donald J, Logistical Management – The Integrated Supply Chain Process Tata McGraw Hill, 2000.
10. Bloomberg David J et al., Logistics, Prentice Hall India, 2005.

Course Name- Rural Marketing

Course Code- MS 507

Course Credits: 6



Course Objective: The strong emergence of rural markets has made every company to focus there. This course aims at providing the students the understanding of rural markets and consumers so that they can exploit them in a better way.

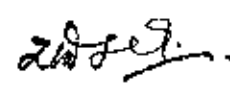
BLOCK I INTRODUCTION TO RURAL MARKETING

- Unit I Rural Marketing (Concept, Scope, Significance)
 Unit II Classification of rural markets
 Unit III Rural marketing environment
 Unit IV Rural Market Profile
 Unit V Constraints in Rural Marketing and strategy
 Unit VI Rural Market Behavior

BLOCK II RURAL MARKETING MIX & SEGMENTATION

- Unit VII Demand and Supply in Rural Market



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- Unit VIII Rural Market Segmentation
 Unit IX Product Classification in rural market and segmentation
 Unit X Marketing Mix for Rural Marketing
 Unit XI Branding Strategy in Rural Market
 Unit XII Product Lifecycle in Rural Market and New Product Development

BLOCK III CONSUMER BEHAVIOUR AND DISTRIBUTION

- Unit XIII Consumer Behavior in Rural Markets
 Unit XIV Consumer Behavior Theories and their Application in Rural Market
 Unit XV Channels of Distribution
 Unit XVI Channels Management in rural market
 Unit XVII Sales Management in rural market
 Unit XVIII Sales force management in rural markets

BLOCK IV COMMUNICATION IN RURAL MARKET

- Unit XIX Marketing Communication in Rural Markets
 Unit XX Advertising and Sales promotion
 Unit XXI SHG Linkage
 Unit XXII Rural Industry
 Unit XXIII Issues in Rural Markets
 Unit XXIV Role of Government and NGOs in Rural Marketing
 Unit XXV The Future of Rural Marketing

Suggested Readings:

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

Course Name- Sales and Distribution Management

Course Code- MS 508

Course Credits: 6

Course Objective: The objective of this course is to provide an extensive knowledge about sales function as well as the intricacies of the distribution mechanics of goods and services to the students.

BLOCK I SALES MANAGEMENT

- Unit I Introduction to Sales Management
 Unit II Personal Selling
 Unit III Goals and Process of Sales Management
 Unit IV Sales Forecasting
 Unit V Sales Territories and Sales Quota
 Unit VI Sales Force Management

BLOCK II SALES ORGANIZATION

- Unit VII Sales Organization and its Types
 Unit VIII Recruitment and Selection & Training of Sales Force

- Unit IX Motivating the Sales Force and Compensation
- Unit X Sales Meetings
- Unit XI Sales Contests, Evaluation and Analysis
- Unit XII Sales control and cost analysis
- Unit XIII Marketing Intermediaries

BLOCK III DISTRIBUTION

- Unit XIV Distribution Channel
- Unit XV Kinds of Channels
- Unit XVI Selection of Channels & Distributors
- Unit XVII Wholesalers: Classifications, Distributors/Dealers/Stockiest – Trends
- Unit XVIII Channels Conflicts and Resolution
- Unit XIX Management of Marketing Channels

BLOCK IV MANAGEMENT OF CHANNELS

- Unit XX Warehousing
- Unit XXI Channel Profitability Analysis
- Unit XXII Rural Distribution
- Unit XXIII Retailing
- Unit XXIV Inventory Management in Sales and Distribution
- Unit XXV Market Logistics

Suggested Readings:

1. Richard R.Still, Edward W.Cundiff, Norman A.P.Goveni,Sales Management
2. Decisions, Strategies & Cases, Prentice Hall, 5th Edition, 2005.
3. Charles M. Futvell , Sales Management, Team work, Leadership and
4. Technology, Thomson learning, South Western, Sixth Edition, 2003.
5. Fundamentals of Sales Management, Ramneek Kapoor, Mac Millan India Pvt Ltd.
6. Salesmanship & Sales Management, P.K.Sahu, K.C.Raut, Vikas Publications, Third Revised Edition.
7. Sales Management: A Global Perspective, Earl D.Honeycutt, John B.Ford, Antonis C.Simintiras, Routledge Publisher.
8. Market & Sales Forecasting, Gordon Bolt, Crest Publishing House.

Course Name- Industrial Marketing

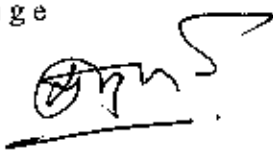

Course Code- MBA 509

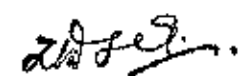
Course Credits: 6

Course Objective: To acquaint the students with planning, technique and organization of Industrial Marketing

BLOCK I INRODUCTION TO INDUSTRIAL MARKETING

- Unit I Introduction, Nature, Scope, Industrial Marketing vs. Consumer Marketing, Industrial Demand and Customer
- Unit II Types of Industrial Products and Industrial services
- Unit III Strategic Marketing planning


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Unit IV Industrial Marketing Mix

Unit V Organizational Buying and Buyer Behavior

BLOCK II INDUSTRIAL MARKETING MIX

Unit VI Industrial Product Management

Unit VII Industrial Product Pricing Decisions

Unit VIII Buyer-Seller Relationships

Unit IX Industrial Marketing Research

Unit X Market Segmentation, Targeting and Positioning

Unit XI Emerging Trends in Industrial Marketing

BLOCK III INDUSTRIAL PROMOTION AND BUYER BEHAVIOUR

Unit XII Promotion Strategies for Industrial Goods / Services

Unit XIII Sales management in Industrial Marketing

Unit XIV Sales promotion technique in Industrial Marketing

Unit XV Buyer Behaviour Models in Industrial Goods and Services

Unit XVI Factors affecting Buyer Behaviour in Industrial Marketing

Unit XVII Standard Industrial Products and Services

BLOCK IV INDUSTRIAL MARKETING AND ITS INTERNATIONAL SCENARIO

Unit XVIII Industrial Business Marketing Logistics

Unit XIX Industrial Marketing Information System

Unit XX Business Networks and Technology

Unit XXI Ethics in Industrial Marketing

Unit XXII International Industrial Marketing

Unit XXIII E-Business in Industrial Marketing

Books Recommended:

1. Industrial Marketing – Hill, Alexander, Cross
2. Industrial Marketing – Analysis, Planning and Control – Reeder, Brierty, Reeder
3. Industrial Marketing – P K Ghosh
4. Industrial Marketing – Hawaldar Johri, Lalit M., "International Marketing: Strategies for Success"

Course Name- Brand Management

Course Code- MBA 510

Course Crédits: 6

Course Objective: To acquaint the students with planning, technique and branding strategies of the organization

BLOCK I BRAND MANAGEMENT

Unit I Product Management

Unit II Product Development

Unit III New product development

Unit IV Market Potential & Sales Forecasting

Unit V Brand Management & Brand v/s Product.

BLOCK II BRAND EVOLUTION

Unit VI Brand Evolution

Unit VII Brand and Consumers

Unit VIII Brand Equity

Unit IX Brand Positioning & Brand Building

Unit X Brand portfolios

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Unit XI Brand inside and Brand outside

BLOCK III BRANDING DECISIONS

Unit XII Brand Extension

Unit XIII Brand and Firms

Unit XIV Branding Strategies

Unit XV Brand Value chain

Unit XVI Brand Personality and Brand Imitation

Unit XVII Corporate Branding

BLOCK IV GLOBAL BRANDING

Unit XVIII Brand Reinforcement Brand Revitalization and Brand Crisis

Unit XIX Brand Over the time and Brand Performance

Unit XX Brand Valuation, Brand Audits and Brand Tracking

Unit XXI Global branding

Unit XXII Consumer Brand Knowledge

Unit XXIII New trends in Brand Management in India

Books Recommended:-

1. Product management – Donal R. Lehmann, Russel S. Winer
2. Strategic Brand Management – Kevin Lane Keller
3. Branding Concepts & Process – Debashish Pati
4. Marketing Management – Philip Kotler
5. Successful Branding – Pran K Choudhary
6. Brand Positioning Strategies for Competitive Advantage -Subrato Sen Gupta
7. Strategic Brand Management -Caperer
8. Behind Powerful Brands – Jones

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