

## **MBA III SEMESTER(2014-16 BATCH)**

### **Advertising Management**

**Subject Code:MBA162A**

**Credit :(3 L)**

#### **Objectives:**

To understand the process of marketing communications.To understand and integrate marketing communications theory and concepts with all elements of the promotional mix. To acquaint students with approaches and methods to develop, execute and evaluate advertising campaigns.

#### **Unit I:**

Mass communication theory and practices, marketing and promotion mix interrelationship and interdependence advertising. Sales Promotion, Publicity and Public Relations- Scope, Objectives, activities and creative role. Advertising, objectives tasks and process, market segmentation and target audience- Message and copy development.

#### **Unit II:**

Mass media, selection, planning, budgeting and scheduling. Integrated programme and budget planning.Implementing the programme, coordination and control.

#### **Unit III:**

Advertising Agencies in India, their services and terms, advertisement campaign development, Agency selection and appointment; Agency Organization and operation, Getting the best of the agency services. Analysis of effectiveness of advertisement and promotional campaign.

#### **Unit IV:**

Why and when sales promotion support, Sales promotion activities; Consumer Oriented-Sales channel Oriented-Sales staff oriented, Planning, budgeting, implementing and controlling campaigns.

#### **Unit V:**

Valuation and measurement of advertising and sales promotion effectiveness, Company organization for advertising: sales manager, Sales Promotion Manager, Market Development Manager- Role of Tasks, advertising ethics, economics and social relevance. The Public Relations Activities, Public relations and mass media.

#### **Reference Books:**

1.Jaishree Jethwaney,*Advertising Management*,OUP,New Delhi,2012

2.Larry Percy and Richard R.Elliot,*Strategic Advertising Management*,OUP,New Delhi,2012

**MBA III SEMESTER(2014-16 BATCH)**  
**Consumer Behavior and Market Research**  
**Subject Code:MBA163A**  
**Credit :(3 L)**

**Objectives:**

The subject explores the mysterious world of the consumer's psyche and guidelines to the students to understand what makes consumers to purchase a particular product or avail a particular service.

**Unit I**

Identifying and classifying customers, buying behavior, attitude of consumer, consumer perception.

**Unit II**

Factors influencing buying behavior; Reference groups, opinion leaders, social influences. Consumer behavior process; Understanding consumer motivation, personality and self concept, learning, memory.

**Unit III**

Research concepts; exploratory , descriptive and conclusive research. The marketing decision making process and the need of different types of research. Types of marketing problems and type of marketing research activity.Sources of data; use and appraisal of existing information.

**Unit IV**

Information from respondents, sampling design, scaling techniques and questionnaire design, interviewing, mail surveys.

**Unit V**

Information from experiment, experimental design for marketing, Motivational research, Advertising research, Analysis and reporting. Marketing Information Systems, Structure and design, its role in planning and control; the place of marketing research.

**Reference Books:**

- 1.Rajneesh Kumar,*Consumer Behaviour*,OUP,New Delhi,2014
- 2.Nigel Bradley,*Marketing Research*,OUP,New Delhi,2010
- 3.Sunanda Easwaran and Sharmila Singh,*Marketing Research*,OUP,New Delhi,2006

## **MBA III SEMESTER(2014-16 BATCH)**

### **International Marketing**

**Subject Code: MBA164A**

**Credit : (3 L)**

#### **Objectives:**

The course aims at making students understand the concept and techniques of international marketing and train them to develop and implement plans and marketing strategies for entering into international markets and managing overseas operations.

#### **Unit I:**

International marketing-its scope and tasks- world economy prospects and Challenges; India's external trade. Analysis of export performance. Why all organizations cannot go global Shipping terms and international trade terms. Information needs of exports.

#### **Unit II:**

Costing and pricing in international trade. Advantages and disadvantages of globalization.

#### **Unit III:**

Strategic export planning. Handling an export transaction. Export marketing Checklist; Selection of Markets: Choosing Markets; Export pricing; Management of export logistics. Documentation for export; processing of an export trade. Sales forecasting in international trade, Identifying geographical territories for expansion. Cultural factors affecting business in global market.

#### **Unit IV:**

Export credit system pre shipment and post- shipment, finance, medium and long term credit financing; ECGC; Transportation and shipment of cargo; Marine insurance of cargo; procedure for claiming rebate of excise duty. Import replenishment licensing procedures.

#### **Unit V:**

Generalized scheme of preferences. Sourcing and Transfer pricing mechanism. WTO related issues and IPR related issues impacting global trade.

#### **Reference Books:**

1. Rakesh M. Joshi, *International Marketing*, OUP, New Delhi, 2014
2. K. Lee and S. Carter, *Global Marketing Management*, OUP, New Delhi, 2012
3. Justin Paul and Rajiv Aserkar, *Export Import Management*, OUP, New Delhi, 2013

**MBA III SEMESTER(2014-16 BATCH)**  
**Product Management and Brand Building**  
**Subject Code:MBA165A**

**Objectives:**

To understand the product management functions and its strategic role. To learn the issues involved in the product management function through the cases and project. To understand Brand development and its sustenance in competitive market.

**Unit I:**

The product in corporate life, Corporate and product objective, product management role, responsibility, scope and functions.Product strategy and policy, optimum product pattern/line range.

**Unit II:**

New product development and launching. Challenge of change opportunity and risk-product innovation, modification, addition and elimination product proposals-sources, generation, processing and selection.

**Unit III:**

Establishing techno-economic feasibility product testing and test marketing.Developing the strategy and the plan.Implementing the plan, coordination and control.Brand identity, Image, Equity, Brand Plan and Management, New Product Development Process.

**Unit IV:**

Organization for Product Management, Marketing manager product manager-brand manager concept, approaches and organizational role, product manager- functions and tasks-tools and techniques.

**Unit V:**

Brand extensions, acquisitions, Brand value, Consumer insight.

**Reference Books:**

1.RichardElliot,*Strategic Brand Management*,OUP,New Delhi,2007

2.KirtiDutta,*BrandManagement*,OUP,New Delhi,2012

# **MBA III SEMESTER(2014-16 BATCH)**

## **Retail management**

**Subject Code:MBA461A**

**Credit:(3 L)**

### **Objectives:**

To introduce the student to the field of retailing management and enable them to understand the problems and issues faced by retailers and develop winning strategies for retailing business.

### **Unit I**

Introduction to Retail marketing – retail environment – the growing importance of retail industry.

### **Unit II**

Consumer behavior in the retail context - buying decision process – its implication for retail management.

### **Unit III**

Store lay out – design – Merchandising – private brands – national brands – merchandising buying and handling.

### **Unit IV**

Retail Marketing Mix – 4 Ps – Merchandise Management – Negotiating Purchase.

### **Unit V**

Consumerism and ethics in retailing – international retail structures – future of retailing

### **Reference Books:**

- 1.P.K.Sinha,andD.P.Uniyal,*ManagingRetailing*,OUP,New Delhi,2012
- 2.Bajaj,Tuli,andSrivastava,*Retail Management*,OUP,New Delhi,2010

# **MBA III SEMESTER(2014-16 BATCH)**

## **Rural Marketing**

**Subject Code:MBA166A**

**Credit: (3 L)**

### **Objectives:**

To expose students to the reality of rural markets. To understand the problems, challenges in rural marketing. The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products.

### **Unit I**

Rural Marketing : Characteristics and Dimensions of Rural Markets - Rural Market Profile - Rural Market in India - Size and Scope - Environment and Emerging Profile of Rural Markets in India - Constraints in Rural Marketing and strategy to overcome the constraints.

### **Unit II**

Rural Market Behavior ~ Rural consumer dimensions - Rural Demand Dimension - Tapping the Rural Markets - Rural Market Segmentation - Basis and Strategies - Consumer Behavior in Rural Markets - Approach to Rural Markets of India - Marketing Research.

### **Unit III**

Marketing Mix for Rural Marketing - Product Planning for Rural Products - Pricing Methods and Strategies for Products of Rural Markets Product Management in Rural Markets.

### **Unit IV**

Channels of Distribution : Distribution pattern and methods in rural markets - Special characteristics of rural channels - Channel management in rural markets - Managing physical distribution in rural markets - Storage, warehousing and transportation.

### **Unit V**

Marketing Communication in Rural Markets : Promotion as a component in marketing communication - Advertising and sales promotion for rural markets - Major challenges in Media planning - Sales force management in rural markets - Selecting the Media Mix - Evaluation of promotional activities.

### **Reference Books:**

1. Krishnamacharyalu, *Rural Marketing*, Pearson, New Delhi, 2011

2. Pradeep Kashyap, *Rural Marketing*, Pearson, New Delhi, 2012

**MBA III SEMESTER(2014-16 BATCH)**  
**Sales and Distribution Management**  
**Subject Code:MBA167A**  
**Credit:(3 L)**

**Objectives:**

The course aims to impart skills and knowledge needed to manage sales force and distribution function so as to gain competitive advantage. As a successful marketer, the sales and distribution function needs to be properly managed this incorporates understanding of various concepts, which the course aims to provide to the student participants.

**Unit I:**

The Sales Management - Introduction to sales management and sales organization, Sales function & policies, Personal selling - nature, scope & objectives, Formulating Personal selling strategy.

**Unit II:**

Planning the Sales Effort - Sales planning and Budgeting, Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis.

**Unit III:**

Organizing and Directing the sales Force - Recurring and training sales personnel, Designing & compensating sales Personnel, Motivating and Leading the sales force, Evaluating sales force performance.

**Unit IV:**

Distribution Management - Managing marketing logistics & channels,

**Unit V:**

Channel Integration - VMS, HMS, Channel Management, and Marketing channel Policies & legal issue. Channel Institutions & control, Wholesaling &- Retailing, Channel Information systems, Managing & Evaluating Channel Performance Case & future trends in sales & distribution Management.

1.TapanK.Panda and Sunil Sachdev,*Sales and Distribution Management*,OUP,New Delhi,2011

2.P.K.Mallik,*SalesManagement*,OUP,New Delhi,2011

3.DineshKumar,*MarketingChannels*,OUP,New Delhi,2012