

## **ELECTIVES (Marketing)**

### **MBM-530: CONSUMER BEHAVIOUR**

**Credit: 3+0+0 = 3**

**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.

Introduction to Consumer Behaviour ; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Consumer Decision Making ; Models of Consumer Behaviour , Information Search Process; Evaluative Criteria and Decision Rules.

Consumer Motivation; Information Processing and Consumer Perception; Consumer Attitudes and Attitude Change, Measurement of attitude

Influence of Personality and self concept on Buying Behaviour; Psychographics and Lifestyle; Reference Group Influence; Diffusion of Innovation and Opinion Leadership, Family Decision Making.

Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer in marketplace Post Purchase Behavior, Organization as consumers

#### **Suggested Reading :**

- 1 David Loydon Albert Bitta , Consumer Behavior: Concepts and Application, Tata McGraw Hill
- 2 Assael .
- 3 H. Consumer Behaviour and Marketing Action. Ohio. South Western. 1995
- 4 Engle, J f. Etc. Consumer Behaviour . Chicago. Dryden Press. 1993
- 5 Howard. John A. et. Consumer Behaviour in Marketing. Englewood Cliffs. New Jersey. Prentice hall inc. 1989
- 6 Hawkins. D I. etc. Consume Behaviour – Implications for Marketing Strategy. Texas. Business.
- 7 Mowen, John C. Consumer Behaviour. New York. McMillan.
- 8 Schiffman. L G and Kanuk, L L. Consumer Behaviour . New Delhi.Prentice Hall of India.

## **MBM-531: ADVERTISEMENT MANAGEMENT**

**Credit:3+0+0= 3**

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

Marketing Communication Mix, Role of advertising in the Marketing Process, Legal Ethical and Social Aspects of Advertising; Process of Communication – Wilbur Schramm’s Model, Two step Flow of Communication, Modelling for Marketing Communication (Black Box Model, AIDA Model, Lavidge and Steiner Model, Model by Joyce, Heightened Appreciation Model, The FCB Model)

Theory of Cognitive Dissonance and Clues for advertising Strategists: Stimulation of Primary and Selective Demand. Objective setting, DAGMAR Approach, Market Positioning

Building of Advertising Programme – Message. Headlines, Copy, Logo, Illustration. Appeal, Layout; Campaign Planning; Media Planning ;Budgeting: Evaluation – Rationale of Testing Opinion and Aptitude, Tests, Recognition, Recall, Experimental Designs.

Advertising Organization: Selection Compensation and Appraisal of any Agency; Managing client interface, Media Buying. Advertising campaign; Advertising v/s Consumer Behaviour ; Sales promotion , Role of Creative strategies; Advertising Retail , National Cooperative , Political, International. Public. Service Advertising , OOH advertising

### **Suggested Reading:**

1. Aaker, David A. etc. Advertising Management , Prentice Hall of India .
2. Belch. George E and Belch, Michael A. Introduction to Advertising and Promotion. 3rd ed. Chicago 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
6. Ogilvy : David . Ogilvy on Advertising. London Longman. 1983
7. Sengupta, Subroto. Brand Positioning. Strategies for Competitive,Advantages. . Tata McGraw Hill. 1990,New Delhi

## **MBM-532: STRATEGIC MARKETING MANAGEMENT**

**Credit: 3+0+0 = 3**

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

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.

Market Challenger Strategies- Choosing an attack strategy, Market Follower Strategies; Market Niche Strategies; Competitive Market strategy for Emerging Industries. Declining Industries and fragmented Industries.

Balancing Customer and Competitor Orientations, Industry Segmentation and Competitive Advantage.

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

### **Suggested Reading:**

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. Kotler. Philip. Marketing Management: Analysis, Planning ,Implementation and Control. New Delhi. Prentice Hal 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 Analyzing Industries Competitors. New York. Free Press. 1980

## **MBM-533: SALES AND DISTRIBUTION MANAGEMENT**

**Credit: 3+0+0 = 3**

**Objective:** The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives ; Recruiting and Selecting Sales Personnel;Developing and Conducting Sales Training Programmes.

Designing and Administering Compensation Plans; Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts ; Objectives and Quotas for sales personnel; Developing and Managing Sales, Evaluation Programme; Sales Cost and Cost Analysis.

An Overview of Marketing Channels. Their Structure, Functions and Relationships. Channel Intermediaries-Wholesaling and Retailing ;Logistics of Distribution: channel Planning; Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal Issues; Information System and Channel Management; Assessing,performance of Marketing Channels; International Marketing Channels.

### **Suggested Reading :**

1. Anderson , . Professional Sales Management. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1992.
2. Anderson R. Professional Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1991.
3. Buskirk. R H and Stanton. W J. Management of Sales Force.Homewood Illinois. Richard D Irwin. 1983
4. Dalrymple. D J. Sales Management : Concepts and Cases. NeW York,John Wiley. 1989
5. Johnson. E M. Etc. Sales Management : Concepts, Practices and Cases.New York . Mc Graw Hill. 1986.
6. Stanton, William J etc. Management of a Sales Force Chicago, Irwin.1993
7. Stiil. R. Sales Management , Englewood Cliffs, New Jersey, Prentice Hall Inc. 1988.

## **MBM-534: MARKETING OF SERVICES**

**Credit: 3+0+0 = 3**

**Objective:** 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 marketing of services

Generic differences between goods and services, Characteristics of Services, Classification of Services, Factors Influencing the Growth of the Service Sectors, Evolution of service firms, The Services Marketing Mix, Nature of services, Services Marketing Triangle

Consumer behavior, Search Qualities, Experience Qualities, Credence Qualities, customer expectations and perceptions, service encounter, listening to Customers  
Segmentation, Targeting, Positioning and differentiation of services

Managing demand and capacity, Yield Management: Yield Management Process, Application Areas of Yield Management, Benefits of Yield Management.

Product, pricing, place, promotion of services, Process: Characteristics of service process design, types of processes, service blueprinting, Factors Influencing Process Efficiency; Physical Evidence: elements, Types of Physical Evidence, Significance of Physical Evidence and people in services

Internal Marketing, Relationship Marketing and recovery management,

Service Quality: Definitions of Quality and its Significance- Measuring Service Quality- Service Quality Gap Model- Service Quality Standards- Benchmarking – Total Quality Management- Strategies for improving Service Quality- Monitoring Service Quality.

Supplementary Services: Importance of Supplementary Services- Classification of Supplementary Services, Developing and Managing the Customer-Service Function

### **Suggested Reading :**

1. Lovelock, Christopher H. Managing services : Marketing Operations and Human resource . Englewood Cliffs. New Jersey. Prentice Hall Inc.
2. Lovelock, Christopher H. Services Marketing. Englewood Cliffs. New Jersey. Prentice Hall Inc.
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

## **MBM-535: BRAND MANAGEMENT**

**Credit: 3+0+0 = 3**

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

Understanding Brands – Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Value Addition from Branding-Brand Customer Relationships, Brand Loyalty and Customer Loyalty.

Managing Brands; Brand Creation, Brand Extensions, Brand Rejuvenation, Brand Relaunch, Brand Product Relationship, Managing Brand Portfolio.

Brand Leveraging & Brand Performance- Establishing a brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement

Brand Assessment through Research- brand Identity, position, Image, Personality, Assessment and Change; Financial Aspects of Brands; Branding in Different Sectors: Customer, Industrial, Retail and Service Brands.  
Branding Strategy, Managing Brand over time

### **Suggested Reading:**

1. Aaker, David A. Managing Brand Equity New York. Free Press
2. Cowley. Don. Understanding Brands. London. Kogan Page.
3. Czerniawski, Richard D. & Michael W. Maloney. Creating Brand Royalty. AMACOM.NY.
4. Kapereer, J N. Strategic Brand Management. New York. Free Press.
5. Murphy. John A. Brand Strategy. Cambridge. The Director Books.1990.
6. Steward. P Building Brands Directly. London. Mac Millan. 1996
7. Upshaw. Lyhh B. Building Board Identity. A strategy for Success in a hostile market place. New York. John. Wiley. 1995

## MBM-536: RETAIL MANAGEMENT

**Credit: 3+0+0 = 3**

**Objective:** The course will focus manufacturer's perspective on retailers and understanding of the retail business.

Retailing – An Overview, Benefits of retailing, Factors behind the Change of Indian Retailing Industry, retailing environment, classification of retailers

Retail Market Strategy, Target Market and Retail Format, Building Sustainable Competitive Advantage – Location, Merchandise, Price, Service, Communication Achieving. Strategic Positioning, Nature of Strategic Planning

Strategic Profit Model, Retail Organization Structure , Selecting The Store Location, Market Area Analysis, Factors Affecting the Attractiveness of Market Areas and Trade Areas, Trade Area Analysis, Measurement and Definition of Trade Area, Site Evaluation and Site Selection

Merchandise assortment planning, Purchasing system for fashion and staple merchandise, Merchandise purchasing, branding strategies: Manufacturer brands, private label brands, reason for launching Private labels.

Merchandise pricing, price adjustments, Retail promotion mix, store management, Store layout, design and visual merchandise, Customer service

Retail selling: Role of Retail sales person– Retail promotion mix, requirement for effective selling, Retail selling process, Evaluation of sales person, Information system and Logistics: Retailing: the role of information, information flow, information sources: Internal–External, Retail information system (RIS), Information system in retail logistics, pull–push logistics strategies

### **Suggested Reading :**

- 1 Berman, Barry and Joel R Evans, Retail Management a Strategic Approach Prentice Hall, 7<sup>th</sup> edition
- 2 Diamond Allen. Fashion Retailing. Delmar Pub.
- 3 Levy, Michael Barton A. Weitz– Irwin , Retail Management , McGraw Hill
- 4 Diamond, Jay and Gerald Pintel. Retailing. Prentice Hall. NJ.1996
- 5 Drake, Mary Francis J. H. Spooone and H. Greenwald . Retail Fashion Promotion and Advertising. McMillan. NY. 1992
- 6 Levy, Michael & Barton A. Weitz . Retailing Management , 2nd ed. Irwin. London. 1995 Morgenstein. Melvin and Harriat Strongin. Modern Retailing. Prentice
- 7 Hall. NY. 1992