



**SIR PADAMPAT SINGHANIA UNIVERSITY**

**Udaipur**

**SCHOOL OF MANAGEMENT**

**Course Curriculum of Ph.D. Degree Programme**

**In**

**Marketing Management**

**(Batch-2020-21)**

**Credit Structure**

<b>Category</b>	<b>Credits</b>
Departmental Major Subjects	6
Departmental Minor Subjects	5
Total	11

Note: The student has to select two courses of 6 credits from the Department Major subjects and two minor courses on “Research Methodology” (3 credits) and “Publications & Research Ethics” (2 credits) as compulsory papers.

## Course Structure: Ph.D. Degree (2020-21)

### (Departmental Major Subjects)

S.No.	Course Code	Course Title	L	T	P	Credits
1	BM-6001	Contemporary Issues in Marketing	3	0	0	3
2	BM-6002	Consumer Behaviour	3	0	0	3
3	BM-6003	Retail Management	3	0	0	3
4	BM-6004	Service Marketing	3	0	0	3

### (Departmental Minor Subjects)

S.No.	Course Code	Course Title	L	T	P	Credit(s)
1	RM-6002	Research Methodology	3	0	0	3
2	RM-6003	Publication & Research Ethics	2	0	0	2

**Detailed Syllabus for Ph.D. Degree Programme  
In  
Marketing Management**

**Semester - I**

**(Departmental Major Subject)**

BM-6001

Contemporary Issues in Marketing

L-T-P-C

3-0-0-3

**Objective:** *The overall objective of this course is to introduce you to the fundamental principles & concepts of marketing and to provide you a structure for applying marketing in a decision making framework.*

**Course content**

**Module 1:** Introduction: Customer Value, Satisfaction and Loyalty, Value Chain analysis, Segmentation and Targeting, product differentiation and positioning, Marketing Mix, Product Life Cycle, Product and Pricing strategies, Channel Management Decisions, Communication Mix.

**Module 2:** Rural marketing: Scope, Challenges, understanding rural economy, rural versus urban marketing, Rural Marketing Mix, segmentation, targeting and positioning, Branding in rural India, Rural product and pricing approaches, Logistics and Supply chain Management, Rural Marketing Research areas, source of information, approaches and tools, Social Marketing: business sustainability, relationship marketing.

**Module 3:** E-marketing: overview of e-commerce, E-marketing Plan, E-business models, Web analytics and performance matrices, Seven-step e-marketing plan, ethical and legal issues, online consumer behavior, segmentation and targeting online, differentiation and position strategies, internet distribution, sales promotion, online advertising, social media marketing, electronic CRM, Research areas in online marketing, source of information, Emerging research tools and techniques.

**Texts/Reference Books**

1. Marketing Management- A south Asian Perspective. Kotler P., Keller K., Koshy A.& Jha M.12<sup>th</sup>Ed. PearsonEducation.2007
2. Marketing Management. Kotler P.& Keller K. Prentice Hall.2003
3. Fundamentals of Marketing. Stanton W. J.,Michael E. J. & Walker B. J. McGraw Hill International.1997.
4. Principles of Marketing. Kotler P. &ArmstrongG.PearsonEducation.2007.

5. Fundamentals of Marketing. Stanton W. J. 5<sup>th</sup> Ed. McGraw Hill, New York. 1978.
6. Marketing Environment: Planning, Implementation & Control, the Indian context. Ramaswamy V. S. & Namakumari S. Mcmillan. 1990.

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**Semester - I**

**(Departmental Major Subject)**

BM-6002	L-T-P-C
Consumer Behaviour	3-0-0-3

**Objective:** The basic objective of this course is to develop an understanding about the consumer decision making process & factors that influence buyer behavior & its applications in marketing function of firms.

**Course content**

**Module 1:** Introduction to Consumer Behaviour and Consumer Research: Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Identification and classification, Organisations as Buyers, Consumer Behaviour and its Applications in Marketing, Consumer Decision

**Module 2:** Making, Consumer research process: quantitative research v/s qualitative research

Individual determinants-

Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Defense Mechanisms, Motive Arousal, Maslow's hierarchy of needs, Motivation Research

**Module 3:** Consumer Perception: Perception elements and Information Processing

Consumer Attitude: Factors, theories, Consumer Personality, Theories of Personality, brand personality, concept of Self-image

Family and group influences-

Cultural Influences on Consumer Behaviour: Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences,

**Module 4:** Social classes and stratification, Consumer-related reference groups, family decision-making and consumption-related roles, influence of culture on consumer behavior, Diffusion of Innovation: Introduction, Types of Innovation, Diffusion Process, Factors Affecting the Diffusion of Innovation, The Adoption Process Models of Consumer Behaviour-Nicosia Model; Howard-Seth Model; Engel-Blackwell-Miniard Model

## **Texts/Reference Books**

- 1 Consumer Behaviour.SchiffmanL.G.PrenticeHall.2007.
- 2 Consumer Behaviour and Marketing Action.AssaelH.SouthWestern.Ohio.1995
- 3 Consumer Behaviour.EngleJF.DrydenPress.Chicago.1993
- 4 Consumer Behaviour in Marketing. Howard J .A. Prentice Hall inc.1989
- 5 Consumer Behaviour: Text and Cases. Batra S.K. & Kazmi S.H.H. 2<sup>nd</sup> Ed. Excel Books. 2009.

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**Semester - I**

**(Departmental Major Subject)**

BM-6003  
Retail Management

L-T-P-C  
3-0-0-3

**Objective:** *The course presents the principles of retail marketing with knowledge of retailing and the retail industry. It considers contemporary factors that affect retailing and study the impact of ever-changing technology and social and ethical issues on retailing.*

**Course content**

**Module 1:** Introduction: Retail-an overview, Indian Retailing Industry, Retail Formats in India: Traditional and Modern Formats, Organised retail v/s Unorganised retail, Bases of retail segmentation and targeting, Retail customers: consumer profile

**Module 2:** Product management: Product range and assortment, Brand management and retailing, Merchandise Management-Merchandise mix, merchandise control and planning, Retail Products and

**Module 3:** Pricing strategies

**Module 4:** Retail promotion and communication: selection of promotion mix- advertising, media, sales promotion, personal selling and publicity, atmospherics and retailing, Emerging trends: CRM in Retailing, HRM in retailing, Direct marketing, electronic retailing and emerging trends, Role of information technology in Logistics

**Texts/Reference Books**

1. Retail Management a Strategic Approach. Berman B & Evans JR. Prentice Hall. 2013
2. Retail Management. Bajaj C, Tuli R, & Srivastava N. 12<sup>th</sup> Ed. Oxford Higher Education. 2010.
3. Marketing Management, Planning, Implementation and Control. Swamy R & NamaKumari S. McMillan. 2002
4. Strategic Retail Management: Text and International Cases. Zentes J, Morschett D, & Schramm-Klein. 2<sup>nd</sup> Ed. Gabler Publication. 2011
5. Retail Management. Levy M. 6<sup>th</sup> Ed. McGraw Hill. 2008

**Detailed Syllabus for Ph.D. Degree Programme  
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**Semester - I**

**(Departmental Major Subject)**

BM-6004

Service Marketing

L-T-P-C

3-0-0-3

**Objective:** *The course highlight important issues facing service providers and the successful implementation of a customer focus in service-based businesses. It acquaints students with the unique challenges inherent in marketing of services, and the concepts, tools and strategies to address them.*

**Course content**

**Module 1:** Introduction to Service Marketing: Generic differences between goods and services, The Nature of Service Marketing, Classification of Services, The Services Marketing Mix, Service marketing - specific Industries

**Module 2:** Service Consumer Behavior: Understanding Consumer Behaviors, Experience Qualities, Customer expectations & perceptions

**Module 3:** Strategic Issues in Services Marketing: creating value for target customers of services, Elements of services marketing: creating service product, designing communication mix, factor affecting pricing in service sector, distribution services, Implementing services marketing: Measuring

**Module 4:** Service Quality- Service Quality Gap Model- Service Quality Standards, Monitoring Service Quality; Challenges of service marketing: Developing & managing the customer service function, Marketing planning for service; Relationship marketing

**Texts/Reference Books**

1. Services Marketing- People, Technology, Strategy. Lovelock C. Pearson Education. 2008
2. Managing services: Marketing Operations and Human resource. Christopher L H. Prentice Hall. 1992
3. Marketing Planning for Services. McDonald M & Payne A. Heinemann. 1996
4. The Essence of Services Marketing. Newton M P & Payne A. Prentice Hall of India. 1996.
5. Marketing of Services. Verma. H V. Global Business Press.1993
6. Services Marketing. Zeithaml V A & Bitner M J.McGraw Hill. 1996
7. Essentials of Services Marketing. Wirtz J, Lovelock CH , & Chew P. Pearson.2012



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**Semester - I**

**(Departmental Minor Subject)**

RM-6002	L-T-P-C
Research Methodology	3-0-0-3

**Objective:** *This course aims at helping students appreciate the importance of carrying out research in a planned & systematic manner. It discusses different research designs before providing students with an understanding of sampling for research purposes. It also provides students statistical tools to analyse & compare research data & test hypotheses for arriving at statistical valid results. Finally the course discusses ethical issues relating to sampling & research before providing inputs on development of synopsis that forms the basis of formal research.*

**Course Content**

**Module 01:** Research: Meaning, Types, Tools & Techniques used.

Research Methodology: Nature, Scope & Types of research, Defining the research problem & developing an approach, Importance of statement of research objectives

**Module 02:** Research Design & Research Instruments: Comparison on important research designs (Exploratory, Descriptive & Experimental); Methods of Data Collection - Observational & Survey Methods, Questionnaire Design; Administration of Surveys;

**Module 03:** Sample Design; Field work & Tabulation of Data.

Sampling Methods & Sampling Distributions: Statistics & Parameter, Sampling distributions-conceptual basis; standard error; sampling from normal populations, relationship between sample size & standard error; Finite Population Multiplier.

**Module 04:** Measurement & Scaling: Discussion on primary scales of measurement, discussion on comparative scaling technique (paired comparison scaling, rank order scaling, constant sum scaling) & non-comparative scaling techniques (continuous rating scale, itemized rating scale, Likert scale, Semantic differential scale, staple scale); Challenges of ensuring accuracy (reliability & validity of research).

**Module 05:** Hypothesis Testing: Basic Concepts – Null & Alternative Hypotheses; Type I & Type II errors; the significance level

**Module 06:** Chi-square & Analysis of Variance: Chi-square as a test of (a) independence & (b) goodness of fit; ANOVA

**Module 07:** Non parametric test: Rank correlation.

**Module 08:** Multivariate analysis using SPSS: Factor Analysis, Multiple Regression Analysis, Multiple Discriminant Analysis & Logistic Regression, Multivariate Analysis of Variance, Synopsis & Report Writing, Problems encountered by Researchers.

### LIST OF EXERCISES (Excel/SPSS/R)

S. No	Title of Experiment
1.	Estimating regression & correlation coefficients;
2.	Estimating probability based on Binomial, Poisson & Normal distribution;
3.	Estimating standard error using central limit theorem (small & large population);
4.	Hypotheses testing for all three kinds of hypotheses;
5.	Use of Chi-Squared value to estimate population variance & hypotheses testing;
6.	Use of F-distribution for comparing multiple samples;
7.	Non parametric testing as a tool for hypotheses tests;
8.	Use of other open source software packages for research purposes.

#### Texts / Reference Books:

1. Levin R.I. & Rubin D.S, Statistics for Management. 7<sup>th</sup> Ed. Dorling Kindersley Pvt. Ltd. 2008.
2. Kothari C.R, Quantitative Techniques, Vikas Publishing House. 2009
3. Hair J.F.Jr., Black W.C. & Babin B.J, Multivariate Data Analysis. 7<sup>th</sup> Ed. Prentice Hall. 2009.
4. Gupta S.P, Statistical Methods. 30<sup>th</sup> Ed. Sultan Chand. 2012.
5. Das N.G, Statistical Methods. McGraw Hill Education (India) Pvt. Limited. 2008.

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**Semester - I**

**(Departmental Minor Subject)**

RM-6003

Publications & Research Ethics

L-T-P-C

2-0-0-2

**Objective:** *This course provides awareness about the publication ethics and publication misconducts. Hands-on-sessions are designed to identify research misconducts and predatory publications. Indexing and citation databases, open access publications, research metrics and plagiarism tools will be introduced in this course.*

**Course Content**

**Module 01: Philosophy & Ethics**

Introduction to philosophy: Definition, nature and scope, concept, branches Ethics: Definition, moral philosophy, nature of moral judgments and reactions

**Module 02: Scientific Conducts**

Ethics with respect to science and research, Intellectual honest and research integrity, Scientific Misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant Publications: Duplicate and overlapping publications, salami slicing; Selective reporting and misrepresentation of data.

**Module 03: Publication Ethics**

Publication Ethics: Definition, introduction and importance, Best Practices/Standards setting initiatives and guidelines: COPE, WAME, etc., Conflicts of interest, Publication Misconduct: definition, concept, problems that lead to unethical behavior and viceversa types, Violation of publication ethics, authorship, and contributor ship, Identification of Publication misconduct, complaints, and appeals, Predatory publishers and journals.

**Module 04: Open Access Publishing**

Open access publishing and initiatives, SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies, Software tools to identify predatory publications developed by SPPU, Journal finder tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

### **Module 05: Publication Misconducts**

Group Discussions: Subject specific ethical issues, FFP, authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad. Software Tools: Use of plagiarism software like Turnitin, Urkund and other open source software tools.

### **Module 06: Databases and Research Metrics**

Databases: Indexing databases; Citation databases: Web of Science, Scopus, etc. Research Metrics: Impact factor of journal as per Journal citation report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, i10 index, almetrics.

### **Text/Reference Books**

1. The Student's Guide to Research Ethics. Oliver P., Open University Press, 2003.
2. Responsible Conduct of Research. Shamoo A. E., Resnik D. B., Oxford University Press, 2003.
3. Philosophy of Science. Bird, A., Routledge, 2006.
4. A Short History of Ethics. Alasdair M., London, 1967.
5. Ethics in Competitive Research: Do not get scooped; do not get plagiarized. Chaddah P., (2018). ISBN:9789387480865
6. On Being a Scientist: A Guide to Responsible Conduct in Research. National Academy of Science, national Academy of Engineering, and Institute of Medicine. 3<sup>rd</sup> Ed., national Academies Press, 2009.