



SIR PADAMPAT SINGHANIA UNIVERSITY

Udaipur

SCHOOL OF MANAGEMENT

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

MARKETING MANAGEMENT

(Batch: 2017-18)

Credit Structure

Category	Credits
Departmental Major Subjects	6
Minor Subject	3
Total	9

Note: The student has to select the courses of minimum 6 credits from the departmental major subjects and a compulsory Research Methodology course (common to all PhD Scholars) of 3 credits.

Course Structure: Ph.D. Degree (2017-18)

Departmental Major Subjects

S. No.	Code	Course Title	L	T	P	Credits
1	BM-601	Contemporary Issues In Marketing	3	0	0	3
2	BM-602	Consumer Behaviour	3	0	0	3
3	BM-603	Retail Management	3	0	0	3
4	BM-604	Services Marketing	3	0	0	3

Minor Subject

S. No.	Course Code	Course Title	L	T	P	Credit (s)
1	BM-617	Research Methodology	3	0	0	3

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

Semester - I

(Departmental Major Subject)

BM-601	L-T-P-C
Contemporary Issues in Marketing	3-0-0-3

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

Course content

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.

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.

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. 12th Ed. Pearson Education. 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. & Armstrong G. Pearson Education. 2007.
 - 5 Fundamentals of Marketing. Stanton W.J. 5th Ed. McGraw Hill, New York. 1978.
 - 6 Marketing Environment: Planning, Implementation & Control, the Indian context. Ramaswamy V.S. & Namakumari S. Mcmillan. 1990.

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

Semester - I

(Departmental Major Subject)

BM-602

Consumer Behaviour

L-T-P-C

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

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 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

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,

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. Schiffman L.G. Prentice Hall. 2007.
- 2 Consumer Behaviour and Marketing Action. Assael H. South Western. Ohio. 1995
- 3 Consumer Behaviour . Engle J F. Dryden Press. 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. 2nd Ed. Excel Books. 2009.

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

Semester - I

(Departmental Major Subject)

BM-603
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

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

Product management: Product range and assortment, Brand management and retailing, Merchandise Management-Merchandise mix, merchandise control and planning, Retail Products and Pricing strategies

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. 12th Ed. Oxford Higher Education. 2010.
3. Marketing Management, Planning, Implementation and Control. Swamy R & Nama Kumari S. McMillan. 2002
4. Strategic Retail Management: Text and International Cases. Zentes J, Morschett D, & Schramm-Klein. 2nd Ed. Gabler Publication. 2011
5. Retail Management. Levy M. 6th Ed. McGraw Hill. 2008

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

Semester - I

(Departmental Major Subject)

BM-604
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

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

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

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 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

**Detailed Syllabus for Ph.D. Degree Programme
in
All Disciplines
Semester - I
(Minor Subject)**

BM-617
Research Methodology

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

Objective: *This course aims at helping students appreciate the importance of carrying out research in a planned and 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 and compare research data and 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

Research & its Methodology: Definitions, Nature, Scope & Types of research, Stating the research problem and developing an approach, Importance of statement of research objectives.

Research Design and Research Instruments: Comparison on important research designs (Exploratory, Descriptive and Experimental); Methods of Data Collection - Observational and Survey Methods, Questionnaire Design.

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

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

Hypothesis Testing: Basic Concepts – Null and Alternative Hypotheses; Type I and Type II errors; the significance level. Chi-square and Analysis of Variance: Chi-square as a test of (a) independence and (b) goodness of fit; ANOVA, Non parametric tests & its applications.

Multivariate analysis using SPSS: Factor Analysis, Multiple Regression Analysis, Multiple Discriminant Analysis and Logistic Regression, Multivariate Analysis of Variance.

Presenting Research findings: Tabulation of Data, Synopsis & Report Writing, Ethical aspects of research.

Use of Analytical Tools for Research: Analysis of data through spreadsheets, Use of SPSS, Use of open source tools like R for research.

List of Exercises (Excel/SPSS/R)

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.

Text/Reference Books

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