

# MBA MARKETING

## SECOND YEAR – THIRD SEMESTER

COURSE CODE: 36

PAPER - XI

PAPER CODE:H3010

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### CONSUMER BEHAVIOUR

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#### UNIT - I

Consumer Behaviour and Marketing Action: An overview - Consumer involvement, decision-making processes and purchase behaviour and marketing implications -Consumer Behaviour Models

#### UNIT - II

Environmental influences on consumer behaviour - Cultural influences - Social class, reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.

#### UNIT - III

The individual consumer and buying behaviour and marketing implications - Consumer perceptions, learning, attitudes, motivation and personality - psychographics, values and lifestyles.

#### UNIT - IV

Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, perceptual mapping - Marketing communications - Source, message and media effects. Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.

#### UNIT - V

The Borderless Consumer Market and buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.

#### REFERENCES

1. Loudon and Della Bitta: CONSUMER BEHAVIOUR: CONCEPTS AND APPLICATIONS, Tata McGraw Hill.
2. Henry Assael: CONSUMER BEHAVIOUR AND MARKETING ACTION, Kent Publishing Co.).
3. Berkman & Gilson: CONSUMER BEHAVIOUR: CONCEPTS AND STRATEGIES, (Kent Publishing Co.).
4. Bennet and Kassarian: CONSUMER BEHAVIOUR, (Prentice Hall of India)
5. Schiffman and Kanuck: CONSUMER BEHAVIOUR, Pearson Education Asia, 7th Edition,
6. Hawkins, Best & Concy: CONSUMER BEHAVIOUR. Tata McGraw Hill.
7. Efraim Turban, Jae Lee, David King, & I-I. Michael Chung: Electronic Commerce: Managerial Perspective, Pearson Education Inc., 2000.

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**MARKETING RESEARCH**

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**UNIT – I**

The Marketing Research System - Definition of MR - Basic and Applied Research - the' Research Process - Types of Research - Steps in MR Process - Research Design - Data Sources - Marketing Information System.

**UNIT-II**

Sampling - Simple and Complex Sampling Procedures - Stratigical, Systematic, Area, Random-Digit Dialing. - Sample Size - Sampling Errors.

**UNIT-III**

Measurement and Causality - Factors in Measurement - Concepts of Validity and Reliability - Attitude Measurement - Scaling Procedures - Casual Designs - Four Design Procedures.

**UNIT-IV**

Data Instruments - Data Collecting Methods - Field Operations - Errors' and Difficulties Data Processing, Coding and Editing.

**UNIT - V**

Data Analysis - Univariate, Bivariate, Multivariate -Hypothesis Testing - Descriptive and Inferential Statistics - Anova, Ancova, Manova, Factor, luster, Discriminant Analysis Report Writing - Presentation of Data - Diagrammatic -Pareto analysis - Ishikawa diagrams.

METHODOLOGY: (1) Lectures (2) Written Notes (3) Assignments (4) Computer Practicals (Using Word Star, Lotus 1-2-3, Packages like Stat Graph, Statistics (SX) and SPSS) (5) Project Work.

**REFERENCES**

1. Naresh K. Malhotra: **MARKETING RESEARCH: AN APPLIED ORIENTATION**, Pearson Education, Asia.
2. Thomas C.Kinnear & James R. Taylor: **MARKETING RESEARCH**.
3. Aaker, Kumar & Day: **MARKETING RESEARCH**, John Wiley & Sons, 1998.
4. Boyd, Westfall & Stasch: **MARKETING RESEARCH: TEXT AND CASES**, Richard D Irwin Inc.. AITBS.
5. Paul E. Green & Donald S. Tull: **RESEARCH FOR MARKETING DECISIONS**.
6. Richard I.Levin: **STATISTICS FOR MANAGEMENT**.
7. Gibert A. Churchill, Jr.: **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS**.

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**INDUSTRIAL MARKETING**

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**UNIT-I**

Introduction to Industrial Markets - Industrial Marketing System, Concepts and Characteristics  
- Types of Industrial Markets - Industrial Buyer Behaviour.

**UNIT-II**

Strategic Industrial Marketing (S.T.P.) - Marketing Information Systems and Marketing Research.

**UNIT-III**

Classification of Industrial Products and Services - New Product Development and Introduction - Industrial Product Management - Pricing Decisions in Industrial Markets.

**UNIT-IV**

Formulating Channel Strategies and Physical Distribution decisions - Promotional Strategies for Industrial Goods/ Services.

**UNIT - V**

Developing Marketing Strategies and Programs for Industrial Goods / Services.

**METHODOLOGY**

1. Lectures
2. Presentations
3. Case Analysis and Discussions.

**REFERENCES**

1. Richard M.Hill, Ralph S.Alexander & James S.Cross: INDUSTRIAL MARKETING; All India Traveller Book Seller Publishers and Distributors.
2. Robert R.Reeder, Edward G.Brierty & Betty H.Reeder: INDUSTRIAL MARKETING; Prentice-Hall International, 1987.

**RECOMMENDED READING MATERIAL**

1. Peter M. Chisnall: STRATEGIC INDUSTRIAL MARKETING; Prentice-Hall International, 1985.
2. Industrial Marketing Cases and Articles from HARVARD BUSINESS REVIEW, JOURNAL OF MARKETING and JOURNAL OF MARKETING RESEARCH.

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**LOGISTICS MANAGEMENT**

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**UNIT - I**

PERSONAL SELLING: Types of selling - Alternative Sales Structures: Network Marketing - Mail order selling - Elements of direct marketing - Teleshopping - Telemarketing Systems selling. The selling process - Strategies and Styles - formulating sales objectives Sales forecasting - Estimating market and Sales Potentials.

**UNIT - II**

THE SALES FORCE: Size of the sales force, sales organization based on customer, geography, product and combinations and current trends - sales training programs and motivating the sales force - sales force compensation, sales incentives and sales force evaluation - controlling the sales effort - sales quotas, sales territories, sales audit.

**UNIT - III**

PHYSICAL DISTRIBUTION: participants in the physical distribution function, the environment of physical distribution - Channel Design strategies and structures, selecting channel members, setting distribution objectives and tasks - Target markets and channel design strategies.

**UNIT - IV**

MANAGING THE MARKETING CHANNEL : Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.

**UNIT-V**

E-enabled selling and distribution: e-Commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation, e-enabled logistics management and tracking systems.

**REFERENCES**

1. Charles Futrell: SALES MANAGEMENT, Pearson Education Books
2. Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing: SALES MANAGEMENT; Mcgraw Hill.
3. Bert Rosenbloom: MARKETING CHANNELS: A MANAGEMENT VIEW, Dryden Press.
4. Coughlan, Anderson, Stem & EI Ansary: MARKETING CHANNELS, Prentice-Hall India.
5. Bowersox & Closs: LOGISTICAL MANAGEMENT, Tata McGraw Hill.
6. Satish K. Kapoor & Purva Kansal: BASICS OF DISTRIBUTION MANAGEMENT - A LOGISTICAL APPROACH, Prentice-Hall India, 2003.
7. Richard R. Still, Edward W. Cundiff & Norman A.P. Govani: SALES MANAGEMENT, Prentice-Hall India.
8. Efraim Turban, Jae Lee, David King, & H.Michael Chung: Electronic Commerce: A Managerial Perspective, Pearson Education Inc., 2000.

**COURSE CODE: 36**

**PAPER - XV**

**PAPER CODE:H3050**

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**RETAIL MARKETING**

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**UNIT – I**

An overview of retailing - Types of stores - Product retailing vs. Service retailing - Non store retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - legal, social, economic, technological, issues - Trends in the Indian Retailing Industry.

**UNIT-II**

Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

**UNIT-III**

Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

**UNIT-IV**

Communicating with the retail customer - Retail promotion mix-Advertising - Sales promotion - Publicity - Retail selling process - Retail database.

**UNIT - V**

Globalisation and changing retail formats - Virtual store - E-relating International Retailing - Opportunities - Market entry formulas - new customized formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk 'shopping arcades')

**REFERENCES:**

1. Ron Hasty and James Reardon: RETAIL MANAGEMENT.
2. Rona Ostrow and Sweetman R. Smith: DICTIONARY OF RETAILING.
3. Lucas, Robert Bush & Larry Gresham: RETAILING (Hononghton Miffin, AIPD, India).

**SECOND YEAR - FOURTH SEMESTER**

**COURSE CODE: 36**

**PAPER - XVI**

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**RURAL MARKETING**

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**UNIT- I**

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

**UNIT-II**

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

**UNIT-III**

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

**UNIT-IV**

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

**UNIT - V**

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets.

**REFERENCES**

1. Philip Kotler - Marketing Management, Prentice - Hall India Ltd.
2. Agarwal A.N -Indian Economy-Vikas Publication
3. Ruddar Dutt Sundaram - Indian Economy- Tata McGraw Hill. Publishers
4. CSG Krishnamacharylu & Laitha Ramakrishna - Rural Marketing Pearson Edu Asia.

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**PAPER - XVII**

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**SERVICES MARKETING**

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**UNIT-I**

MARKETING OF SERVICES - Introduction - Growth of the Service Sector -The Concept of Service - Characteristics of Services-Classification of Services - Designing the Service Blueprinting, Using Technology, Developing Human Resources, Building Service Aspirations.

**UNIT-II**

MARKETING MIX IN SERVICES MARKETING - THE SEVEN Ps - Product Decisions, Pricing Strategies and Tactics, Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in Services Marketing - People, Physical Evidence and Process.

**UNIT-III**

STRATEGIC MARKETING MANAGEMENT FOR SERVICES - Matching Demand and Supply through Capacity Planning and Segmentation - Internal Marketing of a Service External versus Internal Orientation of Service Strategy.

**UNIT-IV**

DELIVERING QUALITY SERVICES - Causes of Service-Quality Gaps: The Customer Expectations versus Perceived Service Gap, Factors and Techniques to Resolve this Gap Gaps in Service - Quality Standards, Factors and Solutions - The Service Performance Gap Key Factors and Strategies for Closing the Gap - External Communication to the Customer: the Promise versus Delivery Gap - Developing Appropriate and Effective Communication about Service Quality.

**UNIT - V**

MARKETING OF SERVICES WITH SPECIAL REFERENCE TO

- (a) Financial Services
- (b) Health Services
- (c) Hospitality Services including Travel, Hotels and Tourism. (d) Professional Services
- (e) Public Utility Services
- (f) Communication Services
- (g) Educational Services

**REFERENCES**

1. Valerie Zeithaml & Mary Jo Bitner: SERVICES MARKETING, McGraw Hill.
2. Christopher H. Lovelock: SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, Pearson Education Asia.
3. Zeithaml, Parasuraman & Berry: DELIVERING QUALITY SERVICE; The Free Press, Macmillan.
4. Audrey Gilmore: Services marketing and Management. Response Books, Sage Publications.
5. Ron Zemke & Dick Schaaf: THE SERVICE EDGE.6. Raghu & Vasanthi Venugopal: SERVICES MARKETING
6. Raghu & Vasanthi Venugopal: SERVICES MARKETING.

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**PAPER - XVIII**

**PAPER CODE:H4030**

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## **ADVERTISING AND SALES PROMOTION**

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### **UNIT - I**

ADVERTISING - AN INTRODUCTION- Origin and Development - Definition and Classification - Planning Framework - Organising Framework - the Advertiser and the Advertising Agency interface

STRATEGIC ADVERTISING DECISIONS - Setting Advertising Objectives - The Budget Decision - Preparing the Product and Media Brief

### **UNIT-II**

COPY DECISIONS - Visualization of Ad Layout - Elements of Ad Copy and Creation Principles of verbal versus visual thinkers, Styles and Stages in advertising copy creation Copy (Pre-) Testing methods and measurements.

### **UNIT-III**

MEDIA DECISIONS - Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity - Measures of Media Cost Efficiency – Media (Readership / Viewership) Research. The Internet as an Advertising Medium: Tracking Website visits, pageviews, hits, and click-stream analysis, permission marketing and privacy, ethical concerns.

### **UNIT-IV**

Measuring Advertising Effectiveness - Control of Advertising by practitioners, media and the market - Advertising in the International Market-place - Advertising and Principles of Integrated Marketing Communication and Image Building.

### **UNIT - V**

SALES PROMOTION - Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues.

BRAND EQUITY - Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve 'brand-standing' - Leveraging Brand Values for business and non-business contexts.

### **REFERENCES**

1. Wells, Burnett & Moriarty: ADVERTISING PRINCIPLES AND PRACTICES, Prentice-Hall
2. June Valladares: THE CRAFT OF COPYWRITING, Sage Publications.
3. J V Vilanilam & A K Varghese: ADVERTISING BASICS! A RESOURCE GUIDE FOR BEGINNERS, Response Books, Sage Publications.
4. Wright, Winter & Zeigler: ADVERTISING; Tata McGraw Hill.
5. Sandage, Fryburger & Rotzoll: ADVERTISING; Irwin.
6. Aaker, Batra & Myers: ADVERTISING MANAGEMENT; Prentice Hall, India.
7. Subroto Sengupta: BRAND POSITIONING; Tata McGraw Hill.
8. David Ogilvy: OGILVY ON ADVERTISING.
9. J. T Russel & Ronald Lane: KLEPPNER'S ADVERTISING PROCEDURE; Prentice Hall.
10. Don E. Schultz: STRATEGIC ADVERTISING CAMPAIGNS; NTC Business Books.
11. Pran Nath Chowdhury: SUCCESSFUL SALES PROMOTION.

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**CUSTOMER RELATIONSHIP MANAGEMENT**

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**UNIT - I**

CRM concepts: Acquiring customers, customer loyalty, and optimizing customer relationships. CRM defined: success factors, the three levels of Service/ Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.

**UNIT - II**

CRM in Marketing: One-to-one Relationship Marketing, Cross Selling & Up Selling, Customer Retention, Behaviour Prediction, Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing. CRM and Customer Service: The Call Centre, Call Scripting, Customer Satisfaction Measurement.

**UNIT - III**

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation.

CRM links in e-Business: E-Commerce and Customer Relationships on the Internet, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship Management (PRM).

**UNIT-IV**

Analytical CRM: Managing and sharing customer data - Customer information databases, Ethics and legalities of data use. Data Warehousing and Data Mining concepts. Data analysis: Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

**UNIT- V**

CRM Implementation: Defining success factors, preparing a business plan - requirements, justification, processes. Choosing CRM tools: Defining functionalities, Homegrown versus out-sourced approaches. Managing customer relationships: conflict, complacency, Resetting the CRM strategy. Selling CRM .internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

**REFERENCES**

1. Stanley A.Brown: CUSTOMER RELATIONSHIP MANAGEMENT, John Wiley & Sons, Canada, Ltd.
2. Jagdish Seth, et al: CUSTOMER RELATIONSHIP MANAGEMENT
3. Paul Greenberg: CRM AT THE SPEED OF LIGHT: CAPTURING AND KEEPING CUSTOMERS IN INTERNET REAL TIME
4. Jill Dyche: THE CRM HANDBOOK: A BUSINESS GUIDE TO CUSTOMER RELATIONSHIP MANAGEMENT, Addison Wesley Information technology Series.
5. Patricia 13. Ramaswamy, et al: HARVARD BUSINESS REVIEW ON CUSTOMER RELATIONSHIP MANAGEMENT
6. Kristin L. Anderson & Carol J Kerr: CUSTOMER RELATIONSHIP MANAGEMENT
7. Bernd H Schmitt: CUSTOMER EXPERIENCE MANAGEMENT: A REVOLUTIONARY APPROACH TO CONNECTING WITH YOUR CUSTOMERS.

**COURSE CODE: 36**

**PAPER - XX**

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**GLOBAL MARKETING**

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**UNIT –I**

The importance of world trade - Scope and challenges of international marketing - Recent trends and developments in international trade- protectionism, trade barriers, easing trade restrictions, role of the IMF and World Bank, WTO and TRIPS, TRIMS and liberalization of service industries.

**UNIT-II**

The international marketing environment - Political and legal systems - Multilateral and Geographical Groupings - Culture and Business Customs - Economic and Financial dimensions.

**UNIT-III**

Assessing international market opportunities - marketing research - International marketing management - planning and organization - Market entry strategies - export, joint ventures and direct investments.

**UNIT –IV**

Global product management - standardisation vs. differentiation - Product planning and development - Marketing industrial products and services globally - Pricing for international markets.

**UNIT – V**

Global logistics management - International distribution systems - Global advertising and promotional strategies - Sales management - Developing marketing strategies and programs for international markets.

Methodology: Lectures, term papers, industry visit and case discussions

**REFERENCE**

1. Philip R.Cateora and John L.Graham : INTERNATIONAL MARKETING, (Irwin McGraw-Hili, 1999, 10th Edn.).
2. Micheal R.Czinkota and Iikka A.Ronkainen: GLOBAL MARKETING, (The Dryden Press, 1996).
3. Terpstra & Sarathy: INTERNATIONAL MARKETING, Thomson Press.
4. Daniels and Raderbaugh: INTERNATIONAL BUSINESS
5. Daniels, Raderbaugh & Sullivan: GLOBALIZATION AND BUSINESS, Prentice-Hall India, 2002

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**PAPER - XXI**

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**PROJECT WORK**

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