

SEMESTER III

Course Title : Consumer Behavior

Course Code : MKTG 604

Course Objectives:

The purpose of this course is to understand current theoretical and methodological approaches to various underlying aspects of consumer behaviour and consumer research. The course aims at developing the individual's knowledge about underlying psychological processes that drive human consumption. The course also strives to provide awareness regarding theoretical and technological advances in consumer research and psychological science and its application in developing consumer insight.

Course Content/Syllabus:

Module I: Research in Consumer Behaviour

Introduction to Consumer Behaviour (Interdisciplinary Influences). Research Questions, Hypotheses, and Predictions. Conducting Literature Reviews. Choosing a Method in Consumer Behaviour Research Methods: Surveys, Focus Groups, Interviews, Storytelling, Experiments, Observations and Ethnographic Research, Netnography

Module II: Learning, Attitude & Perception

Behavioural Learning Theories & Cognitive Learning Theory. Marketing Applications of Classical Conditioning & Instrumental Conditioning Principles. Encoding, Storage and Retrieval of Information in memory building. Understanding Behavioural Outcomes of Habit Formation and Nostalgia. Shaping Consumers' Attitudes Towards Brands. Brand Attitude Structure: The Consistency Principle; Self-Perception Theory ;Social Judgment Theory; Balance Theory. Attitude Models ; Changing Attitudes. Factors Influencing Consumer Perception. Sensory Thresholds and Sensory Discrimination. Attention: Perceiving Through 5 Sense Organs (Vision ,Hearing , Taste, Smell and Touch). Stimulus Organisation. Interpretation Biases

Module III: Motivation, Personality & Values

Consumer Motivation. Goals and Emotions. Consumer Involvement. Consumer Personality (Freudian Theory ,Neo-Freudian Theories and Trait Theory). Addictive Consumption. Brand Personality. Self-Concept, Desired and Undesired Selves, Gender and the Self. Psychographics. Values and Consumer Behaviour

Module IV: External Influences

Culture and Subculture. Reference Groups- Conformity and Independence, Leadership, Social Power. Social Class Influences on Consumer Behaviour. The Household Lifecycle and Marketing Strategy. Family Decision Making- Roles, Intergenerational Influences, Power and Gender Dynamics

Module V: Consumer Decision Making

Problem Recognition & Information Search. Judgment and Decision Making Based on High & Low Effort. Influence of Retailing Cues on Shopping Perceptions and Behaviour. Post-Decision Dissonance and Regret . Product Disposal

Module VI: New Technologies & Consumer Behaviour

Impact of new Technologies on Consumer Adoption - Smart Devices, Wearable Gadgets. Ecommerce & Mcommerce. Online Social Networks and Brand Communities. The Digital Self. Ownership and the Sharing Economy □ Artificial Intelligence and Consumer Behaviour

Text Reading:

- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). Consumer behaviour. Pearson Higher Education AU.
- Schiffman, L., O'Cass, A., Paladino, A., D'Alessandro, S. and Bednall, D., 2010. Consumer behaviour.
- Quester, P., Neal, C., Pettigrew, S., Grimmer, M. R., Davis, T., & Hawkins, D. (2007). Consumer behaviour: Implications for marketing strategy. McGraw-Hill.
- Blackwell, R. D., Engel, J. F., & Talarzyk, W. W. (1993). Contemporary cases in consumer behavior. Dryden Press.
- Howard, J. A. (1977). Consumer behavior: Application of theory (Vol. 325). New York: McGraw-Hill.
- Edwards, W., & von Winterfeldt, D. (1986). Decision analysis and behavioral research. Cambridge University Press, 604, 6-8.
- Bryman, A. (2003). Quantity and quality in social research. Routledge.
- Anzul, M., Ely, M., Freidman, T., Garner, D., & McCormack-Steinmetz, A. (2003). Doing qualitative research: Circles within circles. Routledge.

Course Title : Product and Brand Management

Course Code : MKTG 711

Course Objectives:

In congruence with the aim of marketing to convert a commodity into an identifiable product and to a subsequent brand, the course involves the objective of imparting comprehensive understanding of the process of product strategy and the fundamentals of building, measuring, and managing a brand. The course will provide students with a knowledge and insight into managing product-markets and building brand equity involving managing brands within the context of other brands, as well as managing brands over multiple categories, over time, and across multiple market segments.

Syllabus:

Module I Introduction to Product Management

The Process of PBM Product Strategy as an element of competitive strategy Defining Competitive set Category Attractiveness Analysis Competitor Analysis, Customer Analysis

Module II New Product Development and PLC

Process of Strategic Product Creation and Innovation New Product Ideation, Product Testing New Product Forecasting and Adoption Product Strategy over Life Cycle Linking Strategy to Product Portfolio

Module III Introduction to Brand and Brand Management

Brand as a Genetic Programme The Product and the Brand Strategic Brand Management Process Concept of Brand Equity, Brand Identity & Positioning

Module IV Designing & Implementing Brand Marketing Programs & Strategies

Using Brand Elements & Brand Associations to build Equity Brand Extension Brand Architecture and Multi Brand Portfolios Designing Branding Strategy Brand Turnaround and Rejuvenation Managing Global Brands

Module V Brand Equity Measurement and Management

Brand Value Chain Brand tracking Studies Understanding and Measuring brand equity using Aaker, Keller, Kapferer, Young and Rubicum, Inter brand methodologies (methods of brand valuation)

Module VI Latest Development, Trends and Practices

The Digital Brand. The Rise of Chatbots and Branding Strategy

Text & References:

- Crawford, C. Merle and Di Benedetto, C. Anthony (2010), New Products Management
- Cooper, G. Robert (2001), Winning at New Products: Accelerating the Process from Idea to Launch, Third Edition.

- Cooper, G. Robert, Edgett, J.Scott and Kleinschmidt, J.Elko (2002), Portfolio Management For New Products: Second Edition.
- Kahn, B. Kenneth (2004), The PDMA Handbook of New Product Development, Second Edition. Lehmann, R.Donald & Winer, Russel S(2004), Product Management, Pearson Education
- Keller, Kevin Lane (2013), Strategic Brand Management : building, measuring, and managing brand equity, Pearson
- Kapferer, Jean-Noël (2012), The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term.
- Temporal, Paul (2010), Advanced Brand Management: Managing Brands in a Changing World.

Course Title: Direct Marketing

Course Code: MKTG715

Course Objectives:

Direct Marketing course provides an introduction to digital and offline direct marketing. The course covers all major direct marketing media: direct mail, broadcast, print, catalog etc. with a special emphasis on the use of different platforms such as email, SMS text, paid search, Mobile apps and social media. Student will learn how databases to be created and accessed for the direct marketing. Students will learn measurability and accountability of direct marketing and its relationship to the 4P's. Direct marketing is quickly becoming an integral part of the marketing strategies of general marketing as well as the method of operation of traditional direct marketers. The course focuses on the marketing perspectives and technologies that are distinctly used for direct marketing and expose students to lead generation and retention activities in both B2B and B2C Environment.

Course Contents/Syllabus:

Module I Conceptual Framework of Direct Marketing

Basics and scope of Direct Marketing, Objectives of Direct Marketing, Advantage & Disadvantage of Direct Marketing, Integrated Direct Marketing, Business, Strategic & Direct Marketing planning.

Module II Analyzing & Encashing Marketing opportunities for Direct Marketing

Research design for direct marketers, The Customer Database: Analysis and Application, Consumer & Business mailing list, offer, Media of direct marketing- Magazines, Newspaper, TV/ Radio, Co-Ops, Telemarketing,

Internet E-communications, Managing Direct Sales Force.

Module III Managing the Creativity Process in Direct Marketing

Introducing Creative Practices and techniques, Direct Marketing Creativity, Basic Steps of Managing catalogue & print advertising, Innovation through Creativity & testing The Strategic drivers of Creative Practices.

Module IV Direct Marketing into Business

B to B Marketing, Making a lead generation programme, Overview of E-commerce.

Module V Direct Marketing Implementation and Control

Marketing Intelligence- Modeling for business decision support, Mathematics tool for control in Direct marketing, Future of Direct Marketing.

Text & References:

- Bob stone & Ron Jacobs (2011), Successful Direct Marketing Methods, Tata McGraw Hill.
- Nash & Edward L (2009), Direct Marketing Hand Book, Tata McGraw Hill

Journals

- International Journal of Advertising
- Journal of Advertising Research
- Journal of Advertising

Any other Study Material:

- Spiller, Baier, “Contemporary Direct & Interactive Marketing” (2nd edition, Prentice Hall)

Course Title: PRICING STRATEGIES

Course Code: MKTG713

Course Objectives:

The pricing of a product or service is one of the most important, most complex and least understood marketing decisions. This course covers some of the most popular pricing practices, explores the issues surrounding these practices, and identifies the underlying fallacies. It develops a conceptual framework - based on economic fundamentals - for effective proactive decisions.

Course Contents/Syllabus:

Module I The role of pricing in value creation

Why pricing is becoming a central issue to businesses today Conventional approaches to pricing – and their limitations Strategic pricing principles Legal issues in pricing

Module II Costs & profitability analysis

Identifying relevant costs for making pricing decisions Pricing for profit-maximization – break-even sales analysis How cost structures influence pricing strategy Cost impact of pricing decisions

Module III Managing Competitive Dynamics

Pricing as a “game” – Prisoner’s Dilemma Key building blocks for managing price competition: competitive analysis, competitive strategy and signaling Effective responses to competitive pricing moves Applications of foundational pricing concepts and techniques

Module IV Segmented Pricing

Benefits of segmented pricing Techniques for segmented pricing Framework for investigating segmented pricing opportunities Negotiated pricing: Structuring and managing price negotiations Menu pricing The elements of price: Quantity discounts; Two-part tariffs (signup plus usage fees) Bundling Product Line Pricing: Pricing substitutes and complementary products, Pricing to drive image or to drive traffic Markdown Pricing Performance-based Pricing Price Rationalization: “Pocket price” and “pocket price band” SKU pricing analysis

Module V Theories Of Consumer Behavior

Theories of consumer behavior (that focus on price perceptions and response) o Utility Theory; Indifference Theory; Attitude formation/ change; Individual and Collective Change; Quality Perception Rational views, Subjective views. Framework for analyzing customer WTP (willingness to pay) and response to price changes How marketers can influence price perceptions and elasticity

Module VI Pricing Strategies

Theories influencing Pricing Strategies o Positioning of the product/ service o Perception around the product/ service Penetration Pricing Price Skimming Monopoly Pricing Every-day low pricing strategy Pricing of Services On-line pricing Sectoral Pricing

Text & References:

- Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures; Tim J. Smith; Cengage Learning; 1 edition, ISBN10: 0538480882
- The Art of Pricing: How to Find the Hidden Profits to Grow Your Business; Rafi Mohammed; Crown Business; ISBN-10: 1400080932
- The Strategy and Tactics of Pricing: Thomas Nagle; Prentice Hall; 5 edition; ISBN-10: 0136106811
- Value-Based Pricing: Harry Macdivitt; McGraw-Hill; 1 edition; ISBN-10: 0071761683
- Pricing and Profitability Management: Julie Meehan; Wiley; 1 edition; ISBN-10: 0470825278

Any other Study Material:

- Choosing the Best Pricing Techniques to Address Consumer Goods Pricing Challenges (<http://www.ipsos.com/marketing/sites/www.ipsos.com.marketing/files/pdf/BestPricingTechniques.pdf>)
- Pricing New-to-Market Technologies: An Evaluation of Applied Pricing Research Techniques (http://www.ipsos.ru/whitepapers/Ipsos%20Group/IpsosInsight_WP_PricingTech.pdf)
- 8 Pricing Research Techniques (<http://blog.verint.com/8-pricing-research-techniques>)
- Pricing Research Methods (<http://www.moodia.com/article/pricing-research-methods>)

Course Title : Bottom of Pyramid Marketing

Course Code : MKTG 735

Course Objectives: The course helps to identify the principal challenges and opportunities in serving key marketing factors that lead to business' success or failure. The course will integrate concepts of consumers across the different industry and poverty alleviation to stimulate the leadership skills. The course would also integrate competitive imagination with innovation to help the student understand the BOP landscape and creation of successful BOP ventures. The course design explores the commercial viability of such markets and its impact on the social development of the populations involved, together with profitability of the enterprise. In the process of learning, the course will seek to understand the viable models used by commercial and social enterprises to address the needs of those at the base of the socioeconomic pyramid and the key factors of success in these markets.

Syllabus:

Module I Introduction and scope of Mass Marketing

Introduction of mass marketing Concept dimension and scope of Mass marketing Exploring the mass marketing approaches Compatibility of social and business objectives Conflicting or compatible interests of private and public sector Contextual framework of Mass marketing Role of consultants in Mass marketing Sustainable marketing and consumers behaviors

Module II Challenges and opportunities in Mass Marketing

Relationship marketing and its challenges Relationship Marketing Importance Transactional marketing Ethical and social aspects of marketing Porter five forces model and challenges for marketing concepts Personal selling and sales promotion

Module III Societal Concepts and Cooperative Marketing

Current International tools to combat poverty Philosophies of Marketing Societal concepts of marketing Microfinance and Micro franchising Role of cooperatives in Rural marketing Holistic marketing and its impact on modern corporate world. Marketing essentials Branding essentials Personal branding

Module IV Environmental Analysis for marketing

Corporate and Marketing Plans. Marketing proposals The Structure of Strategic Marketing Plan People, Power and Politics in organization Benchmarking in marketing Manage the marketing managers Rural consumptions vs. urban consumptions Entrepreneurial marketing and its role in 21st century

Module V Environmental Analysis for marketing

Global marketing environment Analyzing the marketing environment Social media and its impact on marketing environment Communicating customer values The marketing organization's macro and micro environment. Information management and marketing research Business market behaviors Micro franchising and Base of the Pyramid Micro franchise Business Models in different parts of the world

Module VI Technology advancement, Current trends and practices in Marketing practices

Extended applications mass marketing Role of technology to enhance the sales people qualities
Co-creation: Product and technology innovations Artificial intelligence and its impact on marketing
New technological application in marketing Blogs, Business Apps and social media marketing
B2B purchasing on Internet Role of Innovation in bottom of pyramid

Text Reading:

- Boyd, H.W.; Orville, C.W.; Larreche, Jean-Claude. (1998) Marketing Management: A Strategic Approach with a Global orientation. Irwin: New York
- Buzzel, R.D.; Quelch, R.A.; Barlett, C.A. (1995). Global Marketing Management. Cases and Readings. 3rd ed. Addison-Wesley: Reading, Massachusetts

References:

- Nabi M.K., Pandey Amit Kumar, Bansal Sanjeev (2018). Marketing Management. Ocean Publication New Delhi.

Additional Reading:

- Czinkota, M., Ronkainen, I. (1994). International Marketing Strategy: Environmental Assessment and Entry Strategies. The Dreyden Press: NewYork.
- Czinkota, M., Ronkainen, I. (1993). International Marketing. 3RD ed. The Dryden Press: New York.

SEMESTER IV

Course Title: ADVERTISING & SALES PROMOTION

Course Code: MKTG 713

Course Objectives:

This course will help students learn the fundamentals of advertising & its strategies. The course will introduce students to concepts of Media Planning, Media planning and measuring effectiveness of different media. The objective of this course is to give the student an insight towards the various underlying dimensions and challenges of the concept of Integrated Marketing Communication (IMC). The concept will be extensively discussed with individual promotional elements such as public relations, sponsorship, direct marketing and personal selling with special emphasis on Advertising and Sales Promotion.

Course Contents/Syllabus:

Module I Introduction to Advertising

- Definition, Importance and Functions of Advertising
- Importance of Advertising in Modern Marketing.
- Classification /Types of Advertising,
- Economic, Social and Ethical Issues in Advertising
- Regulation of Advertising in India: Role of ASCI

Module II Advertising Planning & Strategy

- Advertising Department: Objectives and functions
- Role of Advertising Agencies
- Selection of Agencies
- Types of Advertising Agencies,
- Setting of Advertising Objectives, DAGMAR Approach,
- Advertising Budget and budgeting methods.
- Agency Compensation and Remuneration: Fees, Commissions and Performance.

Module III Creativity in Advertising

- Advertising Appeals and Execution styles,
- Advertising Message: Preparing an effective advertising Copy.
- Elements of a Print Copy: Headlines, illustration, body copy, slogan etc.
- Art of Copywriting

- Elements of Broadcast copy.
- Process of Developing an Ad Campaign

Module IV Media Planning and Evaluating Advertising Effectiveness

- Media Planning
- Print, Broadcast & Interactive Online Media,
- Emerging medias and trends
- Reasons to measure Advertising Effectiveness
- Methods to measure Advertising Effectiveness

Module V Sales Promotion and Other tools of Integrated Marketing communication

- Concept and Rationale of Sales Promotion,
- Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices
- IMC and other Tools: Personal Selling, Public Relations, Event Marketing, Direct Marketing,
- Surrogate Advertising
- Social Media Marketing
- Relationship marketing

Text & References:

- Shah Kruti, D'Souza Alan, (2011), Advertising and Promotions An IMC Perspective, Tata McGraw Hill Education Private Limited
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 8th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2009), Advertising Management, Pearson Education.
- Kazmi, S.H (2005): Advertising and Sales Promotion. Excel Books.

Journals

- International Journal of Advertising
- Journal of Advertising Research
- Journal of Advertising

Course Title: Customer Relationship Management

Course Code: MKTG721

Course Objectives:

An understanding of ways the firms can create and enhance the sources of value to the customer through value explorations and CRM value proposition An understanding of the strategic framework of CRM An understanding of CRM strategies in Sales, Marketing and Customer Support and familiarize with different CRM technology solutions. Impact of CRM on customer experience, satisfaction and loyalty Using Customer Lifetime Value to Make Marketing Decisions Develop an understanding of recent developments in CRM usage in the social media.

Syllabus:

Module I: Introduction to CRM

Pre-Industrial age, Industrial age, Service Economy age, Knowledge Economy Age. □ Relationship Marketing Theory □ Introduction to CRM, Transition from Product focus to Customer focus. □ Relationship marketing and Value exploration and creation of value chain

Module II: Introduction to CRM and its Fundamentals

Strategic framework of CRM – CRM continuum, Five generic interrelated process model, Strategic operational, analytical model, Buttle's CRM value chain □ CRM Cycle, □ Customer Segmentation as a prerequisite to CRM. □ Types of CRM: Sales Force automation, Campaign Management, Sales Intelligence. □ E-CRM .□ Customer Touch points management. Identification of customer journeys and the touch-points □ Contact center management systems, front desk management technologies, web-based knowledge management, Customer Experience Management (CEM)

Module III: Managing different stages of CRM

Building Customer Relationships- Loyalty Ladder, □ Bonding with Customers, □ Customer Service/ Sales Profile Models. □ Customer Acquisition Strategies, □ Customer Retention Strategies □ Customer Equity and Customer Metrics, calculating customer lifetime value and customer equity. □ Customer loyalty and Life time value

Module IV: Overview of CRM in service sector (B 2 C Market)

Service Business Characteristics and Classification □ Service Recovery □ Marketing of Services- Banking Industry, Retail Industry, Aviation Industry, Hospitality Industry, Pharmaceutical Industry and Telecom Industry □ CRM in Product Markets

Module V: Overview of CRM in B2B Markets

□ Importance of CRM in B2B Markets, □ Key Account Management □ Supplier-Channel Management □ Internal CRM and Employee Management,

Module VI: Implementation of CRM

CRM Implementation Road Map, □ Future Trends: Usage of Social CRM by corporate.

Module VII: Introduction to CRM Software

Social CRM □ Major CRM Software in market □ Basic functional aspects of a CRM: - Key entities: Contacts, Accounts, Leads, Opportunities, Campaigns - Key entity interaction

Text Reading:

- G Shainesh & Jagdish N Sheth, Customer Relationship Management-A Strategic Approach
- Zikmund, McLEOD, Gilbert, Customer Relationship Management

References:

- G Shainesh & Jagdish N Sheth, Customer Relationship Management-A Strategic Approach
- Zikmund, McLEOD, Gilbert, Customer Relationship Management
- J N Sheth, Atul Parvatiyar, G. Shainesh, 2001, Customer Relationship Management, Tata McGraw Hill

Additional Reading:

- Brown, Stanley A 2001, Customer Relationship Management, John Wiley& Sons
- Anderson, Kristin , 2002, Customer Relationship Management, Tata McGraw-Hill
- Greenberg Paul, CRM at the Speed of Light, Tata McGraw Hill.

Course Title : Marketing of Services

Course Code : MKTG722

Course Objectives

This course is designed to strengthen and develop the students' ability to analyse and understand, evaluate and manage services in the international market.

Syllabus:

Module I: International Services Marketing - An Overview

Importance of Services Sector in various countries globally

Cultural fit and the service seller-buyer dyad

Internationalization of Services Sector

The limits of ICT and internet in international services marketing

Impact of Technology on service marketing

Drivers of Technology enabled service marketing

Effect of Service Marketing on Customer Loyalty

Module II: Service Quality Management at Cross Cultural Level

Global differences: Consumer Search, Consumer Choice, Experience and post experience evaluation

Managing Customer Perceptions and Expectations cross-culturally

Models of Service Quality

International Customer Service Systems

Strategic Issues in Managing Service Quality

Gap Model, Service Encounters

Competitor Intelligence, Service Recovery

Module III: Market Strategies for Service Organizations

Creating Value in market-oriented service organization

Strategic Pathway

Competitive advantage and competitive position

Generic Strategies to go to market

Service Profit Chain

Module IV: Services Development and Design

Global challenges of service innovation and design

New service development process

Types of Service Innovations

Stages in service innovation and development- cross-cultural considerations

Service Blueprinting

Service standardization Vs adaptation

Pricing services across borders

Module V: Managing the International Servicescape

Physical evidence

Strategic role of service escape

Servicescape effects on cross cultural consumer behaviour

International service escape strategy

Module VI: Delivering and Performing Service

Strategies for delivering Service quality through people globally

E-services-Emergence & growing importance of e-services

Electronic Channels of Delivering Services

Challenges in distributing services through electronic channels

Future of delivering services: Impact of Artificial Intelligence, Big Data etc.

Text Reading:

- Valarie A. Zeithaml, Mary Jo Bitner, And Dwayne D. Gremler, Services Marketing, 2008

References:

- Christopher Lovelock, 2010, Services Marketing, Prentice Hall, 6th Edition
- Christopher Lovelock and Jochen Wirtz, Services Marketing, 7th Edition, 2010

Additional Reading:

- Raymond P. Fisk, Stephen J. Grove, and Joby John, Interactive Services Marketing Third Edition, 2007
- Laurie Young, Marketing The Professional Services Firm: Applying the principles and the Science of Marketing to the Professions, 2005
- Kasper Hans, 2006, Services Marketing Management: A Strategic Perspective, John Wiley & Sons, 2nd Edition