



DR. D Y PATIL VIDYAPEETH

PUNE – 411018

CENTRE FOR ONLINE LEARNING

PIMPRI, PUNE

SYLLABUS FOR

MASTER OF BUSINESS

ADMINISTRATION

(M.B.A)

Academic Year 2025

Semester-III Marketing Management Specialization

Semester	3	Course Credits	4	Specialization	Marketing Management
Course Code	OMBM-301			Type	Specialization Course
Course Title	Consumer Behaviour (CB)				

Course Description:

The primary objective of this course is to develop an attitude to learn about the perception, behavior, and various consumption patterns of the consumer. The learning will not be limited to consumer only it will also include the analysis of the changing pattern of organizations' strategy towards consumer.

Course Objectives:

- 1) To equip the students with behavioral aspect of marketing management;
- 2) It explains how the markets and consumers behave under circumstances and how the cultural, social, personal, and psychological factors influence their behavior;
- 3) The course enables students to develop marketing strategies that are consumer based and create and enhance customer value;
- 4) Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviour of individuals; and
- 5) Analyze the trends in consumer behaviour and apply them to the marketing of an actual product or service.

Course Outline:

Unit 1: Introduction to Consumer Behaviour: Structure of the Study, Customers and Consumers, Consumer Behaviour as an Academic Field of Study, Types of Consumers, Why Study Consumer Behaviour, Applications of Consumer Behaviour Knowledge, Perspective of Consumer Behaviour, Marketing Strategy and Consumer Behaviour.

Unit 2: Market Segmentation, Positioning and Targeting: Structure of the Study, Market Segmentation Defined, Market Criteria for Effective Segmentation, Process/Stages of Market Segmentation, Bases for Segmentation, Information Search and Decision-making, Positioning Concept, Concept of Target Market, Market Targeting Process, Practical Examples.

Unit 3: Motivation and Involvement: Structure of the Study, Concept of Motivation and Motives, Theory

of Motivation, Motivation Process, Concept of Consumer Needs, Classifications of Motives, Role of Motives, Motives Arousal, Definition of Involvement, Consumer Involvement in same product & different products, Managerial Implications on Consumer Involvement, Dimensions of Involvement, Consumer Involvement Theory.

Unit 4: Personality and Self Concept: Structure of the Study, Personality Defined, Significance of Personality, Nature of Personality, Stages in the Development of Personality, Concept of Consumer Goals, Theories of Personality, Personality & Understanding Consumer Diversity, Measurement of Personality, Self-Concept Defined, Brand Personality and Marketing Application.

Unit 5: Perception: Structure of the Study, Definition of Perception, Features of Perception, Components of Perception, Elements of Perception, Perception Process, Brand Perception, Consumer Perception Theory, Principles of Perception and Interpersonal Relationships, Effect of color on Perception, Factors Influencing Perception, Perceptual Organization, Concept of Perceptual Interpretation and Perceptual Distortion, Perception and Consumer Information Processing, Judgment of Perception and Marketing Strategy, and Influence of Perception on Consumer Buying Behavior.

Unit 6: Learning and Memory: Structure of the Study, Learning Defined, Elements of Learning, Types of Learning Behavior, Theories of Learning, General Characteristics of Learning, Memory Defined, Advertising/Marketing Application, Application of Information Processing Theory and Memory.

Unit 7: Attitude Formation and Change: Definition of Attitude, Components of Consumer Attitude, Attitude Function, Characteristics of Attitude, Understanding Consumer Attitude- Marketography, Sources of Attitude Development, Structural Models of Attitudes, Functional Theory of Attitude, Formation of Attitude, Theories of Attitude Development, Multi-attribute Attitude Models, Concept of Attitude-Behavior Consistency, Attitude Change Strategies, Concept of Elaboration Likelihood Model (ELM) and Celebrity Endorsements, Strategies for changing attitude and Intentions, and Consumer Attitude Research.

Unit 8: Family and Household: Structure of the Study, Family and Household Defined, Variables Affecting Family Purchase, Role of Family in Consumer Behavior, External Influence of Family on Consumer Behavior, Concept of Group in Family and Household, Traditional Family Life Cycle, Modern Family Life Cycle, Nature of Family Decision-Making and Purchase Roles, Marketing Strategy and Family Decision-Making.

Unit 9: Group Influence and Program Dynamics: Structure of the Study, Concept of Group, Classification of Group, Group Properties, Concept and Types of Reference Groups, Reasons for Accepting References- Group Influence, Nature of Reference Group Influence, Reference Group Marketing

Strategies, Reference Group Influence on the Consumption Process, Group Influence on Consumer Behavior.

Unit 10: Consumer Social Class and Its Influence: Structure of the Study, Social Class Defined, Nature of Social Class, Role of Social Class in Segmenting Market, Variables of Social Class Research, Determinants of Social Class, Consumer Behavior and Social Class Categorization, Properties of Social Class, Social Class Measurement, Problems of Social Class Measurement, Categorization of Different Classes of Marketing Strategy, Shopping Behavior of Group of Urban Woman, Working Class World, Socio-Economic and Social Psychological Reasons.

Unit 11: Cultural Influence: Structure of the Study, Concept and Nature of Culture, Basic Characteristics of Culture, Concept and Types of Cultural Values, Dimensions of Cultural Values, Cultural Change and Implications for Strategic, Consumer Rituals and Dimensions, Buying behavior of Rural Consumers, Culture Influences Consumer Behavior, Culture Influences on Buying Decisions, Cultural Differences in Decision-Making, Cultural Relevance to Marketing Decisions (practical application), Concept of Cultural Guide, Cross Cultural Understanding of Consumer Behavior.

Unit 12: Adoption and Diffusion of Innovation: Structure of the Study, Concept of Innovation, The Innovation- Decision Process, Consumer Adoption Process, Definition of Diffusion of Innovation, Categories of Adopters, Process of Diffusion, The New Learning About Innovation, Factors Affecting the Spread of Innovation, Concept of Diffusion of Innovation through Product Life Cycle (PLC.)

Unit 13: Consumer Information Processing: Structure of the Study, Information Processing Defined, Stages of Information Processing, Methods of Gathering Consumer Information, Types of Consumer Search Activities, Stimulus determinants of Attention, Stimulus Categorization, Types of Information Sought, Sources of Information, Determinants of Benefits and Cost of Information Search, Measuring Consumer Characteristics Through Information Search, Information Evaluation Process, Information Search and Changing Environmental Circumstances, Marketing Strategies Based on Information Search Pattern Summary.

Unit 14: Consumer Decision-Making: Structure of the Study, Decision Defined, Level of Consumer Decision-Making, Models of Consumers' Decision-Making, Buyer Behavior- The Decision-Making Process, Concept of Decision-Making Over-Simplified, Seven Decision- Making Strategies, Two Marketing Theories, Stages of Consumer Decision-Making, Consumer Decision-Making and Relationship Marketing, Consumer Decision-Making: Thinking or Feeling?- Practical Application.

Unit 15: Organizational Buyer Behavior: Structure of the Study, Organizational Buying Defined,

Characteristics of Organizational Buyer, Patterns of Organizational Buying, Influences on Organizational Buyer Behavior, Organizational Buyer vs. Household Buyers, Influence of Social Sciences on Buyer Behavior, Organizations Factors Contributing to Political Behavior, Organizational Buyer's Motivation, Forms of Decision Solutions, Organizational Buyer's Decision Process, Organizational Buying vs. Consumer Buying, Industrial/Organizational Markets, Differences in Organizational Markets, Differences in Organizational transactions, Types of in/out Purchases, and Concept of Buying Center.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO301.1	Remember	Learn various factors influencing consumer behaviour.
CO301.2	Apply	Develop marketing strategies to enhance consumer value.
CO301.3	Analyse	Clear understanding of advertisement and promotional tools.
CO301.4	Create	Exhibit strategies for product and services.

Suggested Reading:

1. David L. and Albert J.D. (2002), Consumer Behavior, New Delhi: TataMcGraw-Hill.
2. Del I.H. Roger J.B. and Kenneth A.C. (2001), ConsumerBehavior.
3. Building Marketing Strategy, New York: McGraw-HillIrwin.
4. Edward, J. and William J. (1963): Fundamentals of Marketing, NewYork,
5. John A.H. and Jagdish N. S. (1969), Theory of Buyer Behavior, New York:Wiley.
6. Kotler, P. (2000); Marketing Management; New Delhi: Prentice-HallInc.

Semester	3	Course Credits	4	Specialization	Marketing Management
Course Code	OMBM-302			Type	Specialization Course
Course Title	Marketing Research (MR)				

Course Description:

Marketing Research is concerned primarily with the systematic gathering and analysis of primary and secondary information to significantly reduce uncertainty in major marketing problem areas. Exposure to problem definition, sampling, collecting, and interpreting data is experienced through discussion and case studies.

Course Objectives:

- 1) To acquaint students with management decision problem and marketing research problems and discuss the differences between them;
- 2) To articulate the value in conducting exploratory research to define the research problem;
- 3) To show how to collect secondary data to refine a marketing research problem;
- 4) To plan, conduct, and interpret a focus group; and
- 5) To well equip students to write a marketing research report in different styles.

Course Outline:

Unit 1: Fundamentals of Market Research: The Marketing Environment, Market Research, The Need for Market Research, Applications of Market Research, Threats to Market Research, Market Information System (MIS), Market Decision Support System (MDSS.)

Unit 2: Applications and Limitations of Market Research: Research Management, Research Activities in Large Companies, The Client/Researcher Interface, Researcher Obligations to a Client, **and** Limitations of Market Research.

Unit 3: Sampling: What is Sampling?, Reasons for Sampling, Estimating and Testing of Hypothesis, Definition and Managerial Objective of Sampling, Problems Associated with Sampling, Non-response Issues in Sampling, Factors Determining the Sample Size, Advantages of Sampling, The Sampling Process, Case Study.

Unit 4: Questionnaires and Design: Functions and Classification of a Questionnaire, Flow Chart for Questionnaire Design, Types of Questions, Choice of Survey Methods, Close Ended and Open-Ended

Questions, Sample Questionnaire.

Unit 5: Scaling Methodology: Types of Scales, The Concept of Attitude, Criteria for a Good Test, Forms of a Rating Scale, Selecting the Appropriate Scale to Use.

Unit 6: Primary and Secondary Data Collection: Quality of Data and Data Types, Data Types, Sources of Data, Communication Media, Formulating a Data Acquisition Plan, Basic Methods of Gathering Primary Data, Advantages and Disadvantages of Primary Data, Types of Secondary Data Collection and its Advantages and Disadvantages, Respondents and their Descriptors.

Unit 7: Data Preparation and Processing: Traditional Approach of Data Processing, Principles of Coding, Editing, Tabulation

Unit 8: Data Analysis and Interpretation: Nature of Interpretation, Overview of Data Analysis Process, Statistics Associated with Frequency Distribution, Measures of Shape, Measures of Dispersion

Unit 9: Multivariate Analysis: Conjoint Analysis, Applications and Problems of Conjoint Analysis, Factor Analysis, Model, Application and Limitations of Factor Analysis, Cluster Analysis, Multi-Dimensional Scaling (MDS.)

Unit 10: Research Process and Design: Research Design, Formulating the Research Problem, Features of a Good Research Design, Classification of Research Design, Case Study.

Unit 11: New Techniques in Market Research: Types of Specialized Techniques, Research in Advertising Decisions, Motivation Research, Techniques of Motivational Research, Limitations of Motivational Research, Research for Pharmaceutical Products, The Source of Information for Pharma Products, Research for Industrial Products, Sources of Information for Industrial Products.

Unit 12: Market and Sales Analysis: Types of Scale Analysis, Areas of Sales Analysis, Methods for Measuring Market Potential, Sales Forecasting, Methods of Sales Forecasting.

Unit 13: New Product Developments and Test Marketing: New Product Development, New Product Development Process, Test Marketing, Uses of Test Marketing, Guidelines for Test Marketing, Advertising Research, Importance of Advertising, Need for Advertising Research, Media Research, Copy Testing, Examples of Advertising Research Studies in India, Evaluation of Advertising Research.

Unit 14: Presentation of Research Findings: Types of Reports, Report Content, Principles of Report Writing, Various Graphic Representations and Ethical Issues, Managing Market Research.

Unit 15: Research in Service Segments: Research through Internet Era, Methods of Online

Research/Surveys, Disadvantages of Online Surveys, Ethical Issues in Marketing Research, and Responsibility towards a Client.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO302.1	Understand	Learn marketing problems through marketing research.
CO302.2	Apply	Plan marketing activities through research on focus group.
CO302.3	Analyse	Develop marketing problem and rectify it.
CO302.4	Create	Exhibit research report in different styles.

Suggested Reading:

1. Market Research made easy by DonDoman
2. Marketing Research by AreleneFink
3. Marketing Research Tool Boxby Edward FMcQuarrie
4. Marketing Research by Naresh KMalhotra
5. Marketing Research Tool Boxby Edward F MQuarrie
6. Survey Sampling by LeslieKish
7. Qualitative Marketing Research by David JCarson
8. Market Research by Paul NHague

Semester	3	Course Credits	4	Specialization	Marketing Management
Course Code	OMBM-303			Type	Specialization Course
Course Title	Sales and Distribution Management (SDM)				

Course Description:

The course encompasses familiarization of various concepts, models, scopes and details of sales and distribution channel management with organizational perspective and development of sales force in appreciation with the various channels of distribution.

Course Objectives:

- 1) To understand the different aspects of sales and distribution channels;
- 2) To enrich and equip students with requisite knowledge of various concepts and models of sales and sales force;
- 3) To keep understanding of using technology to use and improve sales force and technology;
- 4) To focus on the different aspect of the distribution channels and its importance.

Course Outline:

Unit 1: Introduction to Sales Management: Evolution of Sales Management, Challenges to Sales Management, Definition and Objectives of Sales Management, Sales Management Process, Sales-A Challenging

Unit 2: Sales Planning and Budgeting: Definitions and Meaning of Sales Planning, Characteristics of Sales Planning, Merits of Sales Planning, Sales Planning Process, Management by Objectives (MBO), Sales Budget.

Unit 3: Sales Forecasting: Sales Forecast, Factors in Sales Forecasting, Basic Concepts in Sales Forecasting, Approaches to Sales Forecasting, Techniques of Sales Forecasting, Evaluating Quantitative and Qualitative Techniques.

Unit 4: Sales Organization: Definitions of Sales Organization, Characteristics of Sales Organization, Need for Sales Organization, Structure of Sales Organization, Principles of Organizational Design, Evolution of Sales Department, Types of Sales Organizations.

Unit 5: Personal Selling Process and Approaches: Meaning of Personal Selling, Nature of Personal

Selling, Objectives of Personal Selling, Qualities of a Successful Salesperson, Personal selling and Relationship Management, Personal Selling Process, Sales Aids– Use of Technology in Sale, Trends in Personal Selling.

Unit 6: Recruiting & Selection of Sales Force: Definitions of Recruitment, Importance of Recruitment, The Recruitment Process, Selection Process, Salesmanship, Characteristics of a Good Salesman.

Unit 7: Training & Motivating Of The Sales Force: The Need of Sales Training, Merits of Sales Training, Effects of Absence of Training, Company Specific Knowledge, Product Knowledge, Industry and Market Trend Knowledge, Customers and Technology, Relationship Selling Process and Customer Education, Value Added Selling, Motivation Programs– Sales Meetings, Sales Contests, Sales Compensation.

Unit 8: Evaluation and Control of Sales Force: Role of Job Description in Objective Settings: Role of Sales Manager in Monitoring and Performance Evaluation, Building Better Team Working Skills, The 80:20 Principle, The Iceberg Principle.

Unit 9: Distribution Management: Understanding Distribution Channels, Scope of Distribution Channels, Functions of Distribution Channels, Physical Distribution Management.

Unit 10: Marketing Channels: Definition of Marketing Channels: Importance of Marketing Channels, Various Forms of Marketing Channels, Channel Behaviour, and Functions of Marketing Channels.

Unit 11: Wholesaling: What is Wholesaling?, Benefits of Wholesaling, Functions of Wholesalers, Types of Wholesalers, Marketing Decisions– Trends in Wholesaling

Unit 12: Retailing: What is retailing?, A Retailer's Position in the Society, Retail Industry– Structure and Trends, Adoption of New Technology, Functions of Retailers, Types of Retailers, Indian vs. Global Scenario in Retailing.

Unit 13: Channel Management: Channel Selection Process and Criteria, Performance Appraisal of Channel Members, Channel Conflicts, Techniques to Resolve Channel Conflicts.

Unit 14: Supply Chain Management: Concept and Significance of Supply Chain Management, Components of Supply Chain Management, Order Processing, Material Handling, Transportation, Warehousing, Inventory Management, and Reverse Logistics.

Unit 15: Technology in Distribution: Bar coding, RFID, RFID Components, Future of RFID, Electronic Payment Systems.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO303.1	Remember	Learn basic aspects of sales and distribution channel.
CO303.2	Understand	Understand models of sales and sales force.
CO303.3	Apply	Implement technology to use and improve sales force technology.
CO303.4	Analyse	Exhibit importance of distribution channel.

Suggested Reading:

1. Jung H., Chen F.F., Jeong B., “Trends in Supply Chain Design and Management: Technologies and Methodologies”, Springer,2007.
2. Kumar Sameer, “Connective Technologies in the Supply Chain”, CRC Press,2007.
3. C. L. Tyagi, Arun Kumar (2004), “Sales Management”, Atlantic Publishers &Dist., New Delhi,India.
4. Mukesh Trehan, RanjuTrehan (2006), “Advertising and sales management”, V.K. Enterprises, New Delhi,India.
5. Matthew Schwartz (2006), “Fundamental of Sales Management for the Newly Appointed Sales Manager”, Amacom, New York,USA.
6. Spiro, Stanton, Rich (2003), “*Management of a Sales Force*”, Tata McGraw-Hill, New Delhi,India.
7. John T. Mentzer, Mark A. Moon (2005), “*Sales Forecasting Management: A demand Management Approach*”, Sage Publications, California,USA.
8. Ralph W. Jackson, Robert D. Hisrich (1996), “*Sales and Sales Management*”, Prentice Hall, New Jersey,USA.

Semester	3	Course	4	Specialization	Marketing Management
Course Code	OMBM-304	Credits		Type	Specialization Course
Course Title	Production and Brand Management (PBM)				

Course Description:

The objective of this course is to learn fundamentals of Product and Brand Management. The aim of Product Management Part is to make participants understand competition at product level as well as brand level.

Course Objectives:

- 1) To explain various concepts of product and brand management;
- 2) To understand principles of branding, brand equity, and its components;
- 3) To understand implications of planning, implementing and evaluating branding strategies.
- 4) To highlight various problems and challenges faced by organization regarding planning and implementation of product and brands.

Course Outline:

Unit 1: Product Management - Basic Concepts: What is Product? Product Development, Marketing Organization, Factors Affecting Product Design, Product Mix & Line Decisions.

Unit 2: Developing Product Strategy: Linkage between Product Strategies with Strategic Management, Environmental Appraisal, Corporate Level Product Strategies, Business Level Product Strategies, Portfolio Analysis: BCG Matrix and GE-9Cell, Product Line Decisions and Extensions.

Unit 3: Product Life Cycle & Marketing Strategies: Introduction Phase, Growth Phase, Maturity Phase, Decline Phase, Types of Customers at Different Stages of PLC, Strategies at Different Stages of PLC, Product Life Cycle (PLC) Extension Strategies.

Unit 4: New Product Development: Market Potential & Sales Forecasting, New Product Development Process, Idea Generation & Screening, Concept Development, Test Marketing.

Unit 5: Test Marketing: Testing New Products, Concept Testing, Market Tests, Quasi Market Tests.

Unit 6: Product and Marketing Mix: Product and Pricing, Product and Channel Management, Product and Promotion.

Unit 7: Product Launch: Preparation for Launch, The Final Decisions, The Launch Process, New

Technologies for Product Launches.

Unit 8: Brands – Concepts: What is Brand? Commodities vs. Brands, The Role of Brands: Brand Image, Brand Equity, Aaker Model, Brands as Competitive Advantage.

Unit 9: Brand Positioning: Brand Knowledge, Identifying & Establishing Brand Position, Positioning Strategies, Process of Brand Positioning, Types of Branding, Brand Audit.

Unit 10: Brand Marketing: Criteria for choosing Brand Elements, Options & Tactics for Brand elements, Integrated Marketing Communication, Brand Associations.

Unit 11: Branding Strategies: Criteria for Choosing Brand Elements, Product Strategy, Pricing Strategy, Channel Strategy, Global Brand Strategy, Umbrella Brand Strategy, Line Brand Strategy, Private Labels.

Unit 12: Brand Equity: Measuring Brand Equity, Measuring Sources of Brand Equity, Growing & Sustaining Brand Equity.

Unit 13: Co-branding, Brand Extension and Multi-brand: What is Co-Branding?, The Logic of Co-branding, Brand Extension, Multi brand Policy, Managing Brands Over Time, Managing Brands Over Geographic Boundaries and Segments.

Unit 14: Winning Brands and Customer Satisfaction: Top Management Commitment to Establish Brands, Customer Satisfaction and Customer Delight, Internal Brand Building, Brand Awareness and Brand Recall, Customer Loyalty.

Unit 15: Brands and Product Innovation: Changing customer preferences, Lasting Impact of Brands, Product Innovation is Must to Sustain the Competition.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO304.1	Remember	Learn the basic concept of Product and Brand Management.
CO304.2	Understand	Understand the components of Branding and Brand Equity.
CO304.3	Apply	Implications of evaluating branding strategies.
CO304.4	Analyse	Develop the result by understanding problems and challenges.

Suggested Reading:

1. Kahn, Kenneth B. (2001). New Product Planning. New Delhi, India: Response Books Page 1-6, 17-20
2. Mukherjee, Kaushik (2009) Product Management, New Delhi, India: PHI Learning Pvt. Ltd
3. Lehmann, Donald R and Winer, Russell S, (1997) Product Management, Singapore, Irwin/McGraw-Hill
4. Majumdar, R, (1998), Product Management in India, New Delhi, India, Prentice Hall of India, Page 29-39, 66-71
5. Kotler, Philip, (1999), Marketing Management, New Delhi, India, Prentice Hall of India, page 399-404.

Semester	3	Course Credits	4	Specialization	Marketing Management
Course Code	OMBM-305			Type	Specialization Course
Course Title	Retail Management (RM)				

Course Description:

To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry including retailers of consumer services, the content of this course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest.

Course Objectives:

- 1) Understand the impact of retailing on the economy,
- 2) Comprehend retailing's role in the society and conversely the society's impact on retailing;
- 3) See how retailing fits within the broader disciplines of business and marketing;
- 4) Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy; and
- 5) Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

Course Outline:

Unit 1: Introduction to the World of Retailing: Significance and Importance of Retailing, Scope of Retailing Management, Functions of the Retailer, Wheel of Retailing, Retailing in Indian Context.

Unit 2: Retail Formats and Theories: Theories of Retail Developments, The Retail Life Cycle, Classification of Retail Outlets, Franchising.

Unit 3: Understanding Retail Consumer and Retailing Research: Factors Influencing Retail Consumer, Retail Consumer Decision Making Process, Scope of Research in Retail Marketing Management.

Unit 4: Retailing Store Locations: Types of Locations, Factors Affecting Store Location, Steps Involved in Choosing a Retail Location, Prospective Retail Locations in India.

Unit 5: Introduction to the Retailing Mix: Products Selection and Mix, Pricing, Promotion and Communication Mix, Services Marketing Mix– Physical Evidence, People and Processes.

Unit 6: Retail Merchandising: Evolution of Merchandising, Factors Affecting Merchandising, Merchandise Planning, Merchandise Buying, Category Management, Merchandise Pricing, and Assessing Merchandise Performance.

Unit 7: Retail Management Strategies: Retail Marketing Strategy, Retail Branding Strategy, Retail Financial Strategy, National and International Expansion Strategies.

Unit 8: Retail Operations Management: Basics of Retail Store Operations, Store Administration & Premises Management, Managing Inventory and Display, Loss Prevention and Store Efficiency Management, Customer Relationship Management.

Unit 9: Retail Marketing Communication: Customer Relationship Management, Segmentation, Targeting and Positioning, Retail Image Creation, Retail Communication Mix, Using Integrated Marketing Communication for Retailing

Unit 10 Supply Chain Management: Importance of Supply Chain Management in retail, SCM as a process, Inventory and Warehousing management, Material handling and transportation, Innovations in SCM, Retail logistics

Unit 11: Retailing in Services Marketing: Nature And Characteristics Of Services Marketing, Retailing Of Major Services, Problems In Retailing Of Services

Unit 12: Retail management Information Systems: Universal Product Code Usage In Retailing, Role Of Information Technology In Retail, Limitations In Usage Of It In Retail, Applications of It, E-Commerce In Retailing, Payment Gateways And Systems

Unit 13: Issues in Retail Management: Legal Aspects In Retailing Management, Ethics In Retailing Management, Foreign Direct Investment In Retailing In India, Global Retailing Scenario

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO305.1	Remember	Learn the impact of retailing in economy.
CO305.2	Understand	Understand the impact of retailing through its impact on society.
CO305.3	Apply	Manage retailing discipline of business and marketing.
CO305.4	Analyse	Develop career position available in retail field.

Suggested Reading:

1. Mukherjee A., Patel N. (2005), "Foreign Direct Investment in Retail Sector, India", Academic Foundation, India.
2. Krafft M., Mantrala M.K. (2010), "Retailing in the 21st Century: Current and Future Trends", Springer.
3. Bhatia S.C. (2008), "Retail Management", Atlantic Publishers & Dist.
4. Swapna Pradhan, Retailing Management– Text and Cases, TataMcGraw-Hill
5. Kishore Biyani, It Happens Only in India- Story of BigBazar
6. Journal of Management and Marketing Research

Semester	3	Course Credits	4	Specialization	Marketing Management
Course Code	OMBM-306			Type	Specialization Course
Course Title	Marketing of Services (MoS)				

Course Description:

Services' marketing introduces students to state-of-the-art research and practice in services marketing. This course emphasizes discussion of the field's most current services marketing concepts, principles, and theories. Application of services marketing concepts to actual business situations is through case analysis and outside projects.

Course Objectives:

- 1) To provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Participants will be introduced to and have the opportunity to work with tools and strategies that address these challenges;
- 2) To develop an understanding of the "state of the art" service management thinking;
- 3) To promote a customer service-oriented mindset;
- 4) To highlight the problems and their solutions persisted in service industry;
- 5) To analyze existence and gaps within various service industries;

Course Outline:

Unit 1: Growth of Service Sector: Categories of Services, Classification of Services, Growth of Service Sector in Economy, Service Sector: The Moving Force of Indian Economy, Role of the Service Economy in Development, Service Sector Growth and Development Sustainability.

Unit 2: Issues in Marketing of Services: Marketing Mix, Extended Marketing Mix, People, Physical Evidence, Process.

Unit 3: Services Market Segmentation: Steps in Market Segmentation & Targeting for Services, Differentiation, Service Differentiation, Positioning, Positioning and Differentiation Strategy, Segmentation, Targeting, Differentiation and Positioning.

Unit 4: Demand Management and Productivity: Managing Capacity, Patterns and Determinants of Demand, Using Market Mix to Shape Demand Patterns, Demand & Capacity Imbalance, Strategies for Shifting Demand to Match Capacity, What is the Constraint on Capacity? Waiting Lines, Productivity,

Yield Management.

Unit 5: Customer Satisfaction & Service Quality: Service Quality, Determinants of Customer- Perceived Service Quality, Five Critical Aspects of Service Quality, The Distinction between Customer Satisfaction and Service Quality, Approaches to the Improvement of Service Quality, SERVQUAL, Service Quality Model (or) GAP model, Service Encounter, Three-Stage Model of Service Consumption, Touch Points, Moments of Truth, Role of HR & Internal Marketing, Service Failure– Recovery.

Unit 6: Tourism & Travel Services: Tourism Marketing, Types of Tourists, Different Forms of Tourism, Hotel Marketing, Reasons Behind Growth of Hotel Industry, Air Line Services Marketing, Travel Services Marketing, Railway Services Marketing, Growth in Tourism, Emerging Trends, Indian Travel and Tourism Industry.

Unit 7: Transportation and Logistics Services Marketing: Improving Effectiveness of Logistics Management, Transportation, Sound Inventory Management, Warehousing, Materials Handling & Packaging, Logistics Automation, Logistics Outsourcing, Multimode Freight Transportation Services Marketing, Courier Services Marketing, Marketing Logistic Services.

Unit 8: Marketing of Financial Services: Marketing of Insurance Services, Banking Services Marketing, Portfolio Management Services, Factoring Services, Mutual Funds Marketing.

Unit 9: IT and Communication Services: Information Technology Services Marketing, Telecom Services Marketing, Computer Networking Services.

Unit 10: Media Services: Entertainment Services, Newspaper Marketing, Broadcasting Services Marketing.

Unit 11: Health Care Services: Hospital Service Marketing, Hospital Marketing Mix, Medical Transcription Services.

Unit 12: Professional Services: Consultancy Service Marketing, Advertising Services Marketing, Marketing Research Services Marketing, Retail Services Marketing.

Unit 13: Education and Extension Services: Education Services Marketing, Training Services Marketing, Agriculture Services Marketing.

Unit 14: Public Services: Social Marketing, Religious Services Marketing.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO306.1	Remember	Learn opportunities to address challenges.
CO306.2	Understand	Understand the role of service industry in market growth.
CO306.3	Apply	Manage service management thinking by learning service aspects.
CO306.4	Analyse	Exhibit gaps within various service industries.
CO306.5	Evaluate	Implement service-oriented mind set.

Suggested Reading:

1. Services Marketing - Zeithaml, Bitner, Gremler and Pandit, TMGH, 4th Edition.
2. Service Marketing: Concepts, Applications and Cases– Rampal and Gupta, Galgotia, 2000
3. Saxena Rajan MM, (1997), Services Marketing, Tata McGraw-Hill, New Delhi
4. Edward Hasted; Software That Sells: A Practical Guide to Developing and Marketing Your Software Project; John Wiley and Sons (2005); ISBN 10: 0764597833 ISBN 13: 9780764597831
5. Influence of Social Media on Social Services: A Study of Youngistan, Piyush Kant Pyasi, Nitin Kr. Saxena, Pranay Karnik

Semester-IV Marketing Management Specialization

Semester	4	Course	4	Specialization	Marketing Management
Course Code	OMBM-401	Credits		Type	Specialization Course
Course Title	International Marketing (IM)				

Course Description:

International marketing is the export, franchising, joint venture or full direct entry of a marketing organization into another country. This can be achieved by exporting a company's product into another location, or entry through a joint venture with another firm in the target country, or foreign direct investment into the target country.

Course Objectives:

- 1) To consider the basic concepts of internationalmarketing.
- 2) To get an insight on the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations;
- 3) To analyze the environmental variables that influence internationalmarketing;
- 4) To describe the strategies and tactics that can lead to successful international marketing given those environmentalconstraints;
- 5) To discuss the more typical management decisions and problems faced, highlighting those peculiar to the internationalarena.

Course Outline:

Unit 1: Scope & Size of International Markets: Introduction, Definitions, Reasons and Motivations Underlying International Trade and International Business, Exchange Rate & Balance of Payments, Basic Modes of Entry, Nature of International Marketing, World Trade: An Overview, India's Foreign Trade.

Unit 2: Conceptual Framework: Introduction, Global and Domestic Marketing.

Unit 3: Institutional Framework: Introduction, Institutional Bodies, Advisory Bodies, Commodity Organizations, Service Information, Government Participation in Foreign Trade, States Initiatives in Promoting Exports.

Unit 4: Cultural Environment: Introduction, Definition of Culture, Elements of Culture, Cultural

Analysis.

Unit 5: Political & Legal Environment: Introduction, Political Risk: A Definition, Assessing and Managing Political Risk, Management of Political Risk, International Marketing and the Legal Environment, The Development and Scope of International Law, Incoterms, World Trade Organization (WTO.)

Unit 6: Economic Environment: Introduction, World Trade: A Temporal Analysis, The Debt Problem, Major Developments in the International Economic Environment, IMF and World Bank, Regional Economic Groupings.

Unit 7: India's Export-Import Policy: Introduction, India's Exim Policy: A Backdrop, The Foreign Trade Regime: Analytical Phases and Changes Over Time, India's Exim Policy: Phases of Changes, Export Import Policy 2002-07: Objectives, General Provisions Regarding Imports and Exports, Promotional Measures, Duty Exemption/Remission Scheme, Export Promotion Capital Goods Scheme, EOUs, EPZs, EHTPs, STPs, Deemed Exports.

Unit 8: Export –Import Documentation: Introduction, Need, Kinds of Documents, Principal Export Documents, Auxiliary Documents, Documents in Import Trade, Export Documentation & Procedures– Step by Step.

Unit 9: International Product Policy and Planning: Introduction, International Product Life Cycle, International Product Policy, Standardization vs. Adaptation, Planning the International Product Mix, Branding, Labelling, Packaging and Product Warranties and Services.

Unit 10: International Advertising: Introduction, International Advertising Strategy, Standardization or Adaptation, Elements of Advertising Strategy, Media Strategy, Advertising Agency, International Advertising Scene.

Unit 11: International Pricing Policy: Introduction, Components of Price, The Process of Price Setting, Pricing in International Market, Information for Pricing Decisions, Sources of Price Information, Issues in International Pricing, Trade Finance in India

Unit 12: International Distribution & Sales Policy: Introduction, International Distribution Channels, International Distribution Policy, Selecting Distribution Channels and Channel Members, International Physical Distribution Management.

Unit 13: International Market Selection: Introduction, Factors influencing international Market Selection, The Process of Market Selection, Some Strategies.