PG DIPLOMA IN MARKETING MANAGEMENT

Non-Semester
(With Effect from the Academic Year 2013-14)

ELIGIBILITY FOR ADMISSION

Candidates who apply for the degree of PG Diploma shall possess the following qualifications.

(a) AGE LIMIT:

There is no upper Age Limit.

(b) QUALIFICATION:

Any Degree

3. DURATION OF THE COURSE

The course will be conducted for one year

3.1. EXAM

There will be an examination conducted by the University at the end of the year.

3.2. Passing minimum

50

3.3. MEDIUM OF INSTRUCTION: The Medium of instruction will be English.

Course Profile

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PAPER I: CONSUMER BEHAVIOUR

Course Objective
This course aims at enabling students to understand why and how consumers make consumption and buying decisions. This would enable them to make better strategic marketing decisions.

UNIT – I

UNIT – II
Industrial and individual consumer behaviour models - Howared- Sheth, Engel – Kollat, Webstar and wind Consumer Behaviour Models – Implications of the models on marketing decisions.

UNIT – III

UNIT – IV
Socio-Cultural Influence, Cross Culture - Family group – Reference group – Communication – Influences on Consumer behaviour

UNIT – V
High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation – Managing Dissonance - Emerging Issues – case studies.

REFERENCES
7. Paul Peter et al., Consumer Behavior and Marketing Strategry, Tata McGraw Hill,
PAPER II: BRAND MANAGEMENT

Course Objective

The objective of this course is to enable students to understand branding and its related decisions and to gain an insight into the organisational nuances of brand management function.

UNIT – I

UNIT – II

UNIT – III
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – Online Brand Promotions.

UNIT – IV

UNIT – V

REFERENCES

PAPER III: ADVERTISING AND SALES PROMOTION

Course Objective

This course aims to enable students to understand the scope, significance and practical aspects of advertising and sales promotion. It also exposes the students to the functional implications and the environmental influences on integrated marketing communication.
UNIT – I
Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisement – setting advertisement objectives – Advertising Agencies – Selection and remuneration – Advertisement campaign

UNIT – II
Media plan – Type and choice criteria – Reach and frequency of advertisement – Cost of advertisement - related to sales – Media strategy and scheduling.

UNIT – III

UNIT – IV
Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

UNIT – V
Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Outsourcing sales promotion - National and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions

REFERENCES

PAPER IV: RETAIL MANAGEMENT

Course Objective
The objective of this course is to help students to understand the significance and the functional framework of retail management. It aims to provide conceptual understanding and practical exposure to the students.

UNIT – I

UNIT – II
Organized and unorganized formats – Types of retail format – Characteristics of each format – Emerging trends in retail format – MNC’s role in organized retail format.

UNIT – III

UNIT – IV

UNIT – V
Understanding of Retail shopper behaviour – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behaviour – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

REFERENCES

PAPER V: SERVICES MARKETING

Course Objective
The objective of this course is to introduce students to the unique features and characteristics of Services and the marketing challenges. It aims to help the students to understand the unique challenges inherent in marketing, managing, and delivering service excellence at a profit.

UNIT – I

UNIT – II
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT – III

UNIT – IV
Positioning of services – Designing service delivery System - Service Channel – Pricing of Services - methods – Service marketing triangle - Integrated Service marketing communication.

UNIT – V

REFERENCES
3. Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education,

PAPER VI: CUSTOMER RELATIONSHIP MANAGEMENT

Course Objective
This course aims at enabling students to understand the importance of relationship with customers. The students are expected to gain comprehensive outlook on conceptual framework, technological applications and practical implications of customer relationship management.
UNIT – I

UNIT – II
Customer information Database – Customer Profile Analysis - Customer perception, Expectation analysis – Customer behaviour in relationship perspectives; individual and group customers - Customer life time value – Selection of Profitable customer segments.

UNIT – III

UNIT – IV

UNIT – V
e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

REFERENCES

PAPER VII: RURAL MARKETING

Course Objective
The objective of this course is to enable students to understand the importance of rural market and rural customers. The students are exposed to the unique requirements of the rural market.

UNIT I
Defining rural market – profile of rural market and rural consumers – characteristics specific to rural consumer – rural marketing opportunities and challenges.

UNIT II

UNIT III

UNIT IV
Products and services – designing innovative products and services to rural market – pricing methods – methods of distribution – role of cooperative sectors – public distribution system.

UNIT V
Designing advertisement campaigns for rural markets – media choice – sales promotion techniques – personal selling and publicity – impact of information technology on rural communication.

REFERENCES