

MBA (Marketing) - IV Semester

PAPER-XVI RURAL MARKETING

Course Code: 36

Paper Code: MBMM4001

Objectives

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

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 – Electronic choupal applications.

REFERENCES

Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, *Tata McGraw-Hill Publishing Company, New Delhi, 2008*

A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, *New Age International Publishers, 2007*

CSG Krishnamacharylu & Laitha Ramakrishna, - RURAL MARKETING, *Pearson Education Asia. 2009*

Philip Kotler, MARKETING MANAGEMENT, *Prentice - Hall India Ltd. New Delhi*

Agarwal A.N, INDIAN ECONOMY, *Vikas Publication , New Delhi.*

Ruddar Dutt Sundaram, INDIAN ECONOMY, *Tata McGraw Hill. Publishers , New Delhi*

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PAPER-XVII SERVICES MARKETING

Course Code: 36

Paper Code: MBMM 4002

Objectives

- To familiarize with the special characteristics of services relevant for marketing
- To analyze the customer satisfaction and complaint management in services
- To evaluate the financial implications of improvement in services, and
- To acquaint with CRM application in service marketing.

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 – Internet as a service channel.

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 Gaps in Service - Quality Standards, Factors and Solutions - The Service Performance Gap Key Factors and Strategies for Closing the Gap - Developing Appropriate and Effective Communication about Service Quality.

UNIT – V

Marketing of Services with special reference to Financial Services - Health Services - Hospitality Services including Travel, Hotels and Tourism - Professional Services - Public Utility Services - Communication Services - Educational Services.

REFERENCES

Ravi Shanker, SERVICES MARKETING: THE INDIAN PERSPECTIVE, *Excel Books, New Delhi, 2008*

Rajendra Nargundkar, SERVICES MARKETING: TEXT & CASES, *Tata McGraw-Hill Publishing Company, New Delhi, 2008*

Christopher H. Lovelock, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, *Pearson Education Asia.*

R. Srinivasan, SERVICES MARKETING, *Prentice Hall of India Private Limited, New Delhi.*

Zcithaml, Parasuraman & Berry, DELIVERING QUALITY SERVICE, *The Free Press, Macmillan. 2008*

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PAPER-XVIII

ADVERTISING & SALES PROMOTION

Course Code: 36

Paper Code: MBMM 4003

Objectives

- To understand the process of marketing communications.
- To understand and integrate marketing communications theory and concepts with all elements of the promotional mix, and
- To acquaint students with approaches and methods to develop, execute and evaluate advertising campaigns.

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, page views, 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

Kazmi & Batra, ADVERTISING & SALES PROMOTION,*Excel Books, 2008*

Aaker, Batra & Myers, ADVERTISING MANAGEMENT; *Prentice Hall, India. 2008*

Kruti Shah & Alan D'souza, ADVERTISING & PROMOTION, *Tata McGraw-Hill New delhi, 2009*

Kelley & Jugenheimer,ADVERTISING MEDIA PLANNING A BRAND MANAGEMENT

APPROACH, *Prentice Hall, India. 2008.*

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PAPER-XIX

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: 36

Paper Code: MBMM4004

Objectives

- To understand the concepts and principles of CRM
- To appreciate the role and changing face of CRM as an IT enabled function, and
- To enable managing Customer Relationship.

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 and 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

Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, *Prentice Hall of India Private Limited, New Delhi, 2011*

S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, *Prentice Hall of India Private Limited, New Delhi, 2008*

Kaushik Mukherjee, CUSTOMER RELATIONSHIP MANAGEMENT, *Prentice Hall of India Private Limited, New Delhi, 2008*

Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT

V. Kumar & Werner J., CUSTOMER RELATIONSHIP MANAGEMENT, *Willey India, 2008*

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PAPER-XX GLOBAL MARKETING

Course Code: 36

Paper Code: MBMM 4005

Objectives

- This course is designed to provide knowledge of marketing management in the international scenario, and
- To enable the student to appreciate the nuances of international marketing environment and develop marketing strategies for the dynamic international markets.

UNIT-I

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

UNIT –II

Understanding the global consumer market - Scope and challenges of international marketing - Assessing international market opportunities - Marketing Research.

UNIT-III

International marketing management - Planning and organization - Market entry strategies - Export, joint ventures and direct investments.

UNIT –IV

Global product management - standardization 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.

REFERENCES

Keiefer Lee & Steve Carter, GLOBAL MARKETING MANAGEMENT, *Oxford University Press*, 2009

Micheal R.Czinkota and Iikka A.Ronkainen, GLOBAL MARKETING, *CENGAGE Learning*, 2007

R. Srinivasan, INTERNATIONAL MARKETING, *Prentice-Hall India Pvt. Ltd*, New Delhi, 2008

Daniels, Raderbaugh & Sulliva, GLOBALIZATION AND BUSINESS, *Prentice-Hall India*,

Philip R.Cateora and John L.Graham , INTERNATIONAL MARKETING, *Irwin McGraw-Hill*

Masaaki & Helsen, GLOBAL MARKETING MANAGEMENT, *John Willey & sons Inc*, 2004

Terpstra & Sarathy, INTERNATIONAL MARKETING, *Thomson Pres*