

Syllabus for Marketing Management Specialisation for B.Com. (General)
Semester – V and VI

Sem – V : Paper – I (5-01)

(50 marks)

Introduction to Marketing Management

1. Introduction : Nature, Scope and Importance of Marketing; Marketing Concepts – Traditional Vs Modern; Meaning Importance and Functions of Marketing Management; Essential Qualities of a Marketing Manager and his functions.
2. Market Segmentation – Concept and Importance; Bases and Factors determining the Choice of Bases; Target Marketing.
3. Marketing Mix – Concept, Importance and ingredients; Product – Concept, Definition, Planning and Development, Product Life Cycle and Strategies, Branding and Packaging (only concepts); Pricing – Importance, Factors determining pricing strategy Types of Pricing; Promotion – Importance and Promotion Mix
Place – Marketing Channels, their effectiveness and style.

References

1. Kotler, Principles of Marketing, Pearson Education.
2. Etzel, Walker & Stanton, Marketing Concepts & Cases, Tata McGraw Hill.
3. Saxena, Marketing Management, Tata McGraw Hill.
4. Ramaswami & Namakumari, Marketing Mgt., McMillan.

Sem – V : Paper – II (5-02)

(50 marks)

Advertising and Sales Promotion

1. Advertising – Introduction, Advertising Planning Process, Advertising Budget, Advertising Content; Creativity in Advertising including Message development, copy righting, layout; Media selection, and Advertising Organisation.
2. Sales Promotion – Introduction to Sales Promotion; Role and growth of Sales Promotion; its Features and Purpose; Tools and Techniques of Sales promotion, Sales promotion campaign, Developing a logic for sales promotion programmes.
3. Public Relations – Nature and Scope of Public Relations; Different Practices of Public Relation and Evaluating Public Relations.

References

1. Kazmi & Batra, Advertising & Sales Promotion – Excel Books.
2. Belch & Belch, Advertising & Promotion – Tata McGraw Hill.
3. Aaker, Batra & Myers – Advertising Management, PH, New Delhi.
4. Ogilvy D, Ogilvy on Advertising – Vintage Books, New York.
5. Jethwaney & Jain – Advertising Management, Oxford Univ. Press.

Sem – VI : Paper – III (6-03)

(50 marks)

Consumer Behaviour and Sales and Distribution Management

1. Fundamentals of Consumer Behaviour; Factors Influencing Consumer Behaviour – Learning, Motivation Personality, Attitudes, Social Cultural and Situational Factors; Consumer Decision – making process.
2. Sales Management – Evolution, Objectives and Importance; Types of Sales Job; Nature and Significance of Personal Selling; Sales Planning and Designing including setting selling objectives and analysing Market and Sales Potential.
3. Managing the Sales Force – Sales Force Planning and Development, Motivation and Control, Recruitment Selection, Training, and Compensation; Importance of Distribution Channels; Functions and Effectiveness; Distribution Process Management.

References

1. Smith R, Sales Management, PHI, New Delhi.
2. Jobber, Selling & Sales Management, Tata McGraw Hill, New Delhi.
3. Cundiff, Still & Govoni, Sales Management, PHI, New Delhi.
4. Schiffman & Kanuk, Consumer Behaviour, Prentice Hall.
5. Batra & Kazmi, Consumer Behaviour – Text & Cases, Excel Books.
6. Panda & Sahadev, Sales & Dist. Management, Oxford Univ. Press.

Sem – VI : Paper – IV (6-04)

(50 marks)

Market Research and Services Marketing

1. Market Research; Introduction, Overview of the Research Process, Areas of Research (reference; Indian Corporate Sector) Planning Research Process (problem identification, research objective, research brief and types of research; Different Types of Questionnaire, data and sampling.
2. Services Marketing; Service Marketing mix; elements – service products, pricing in services, service promotion, place in services, people in services, managing service quality; relationship marketing – concept, application, marketing strategy.
3. Services Marketing in Non Profit and Profit Organisations; tourism & travels; transportation & logistics; financial services; information technology & communication services; media services; health care services; professional services; educational services;

References

1. Venu Gopal & Raghu, Services Marketing, Himalaya Pub. Ltd.
2. Ravi Shankar, Services Marketing, The Indian perspective Excel Books.
3. Rampal & Gupata, Service Marketing, Concepts, Applications & Cases, Galgotia Publishing Co.
4. G.C. Beri, Marketing Research, Tata McGraw Hill Pub. Co. Ltd., New Delhi.
5. Bradley, Marketing Research, Oxford Univ. Press.
6. Apte Govind, Services Marketing, Oxford Univ. Press.

Sem – VI : Paper – V (6-05)

(100 marks)

Project 50 Marks

Seminar Presentation 50 Marks