

## OPTIONAL PAPERS FOR MARKETING SPECIALISATION

### SEMESTER – V

#### 5-O1: OPTIONAL PAPER I: PRINCIPLES OF MARKETING

1.	Introduction: nature, scope and importance of marketing; Marketing concepts – traditional and modern; Scanning the Marketing Environment –analyzing needs & trends in the macro-environment, identifying & responding to the forces; International Marketing – globalisation & its impact.
2.	Market Segmentation: concept and importance; bases of market segmentation; factors determining choice of bases.
3.	Product Planning and Development: concept and types of product; Product Life Cycle; strategies adopted in PLC; brand decisions; packaging strategies.
4.	Pricing: importance of pricing in marketing mix; factors in determining pricing; designing pricing policies and strategies.
5.	Promotion: managing promotion mix – advertising, personal selling, sales promotion and public relations.
6.	Marketing Channels: channel design decisions; channel effectiveness; wholesaling and retailing; logistics management - objectives & decisions.

#### References:

- 1.Kotler, *Principles of Management*, Pearson Education
- 2.Etzel, Walker and Stanton, *Marketing, Concepts and Cases*, Tata McGraw Hill
- 3.Saxena, *Marketing Management*, Tata McGraw Hill
- 4.Ramaswamy and Namakumari, *Marketing Management*, McMillan.

#### 5-O2: OPTIONAL PAPER II: MARKETING COMMUNICATION & ADVERTISING

1.	Marketing Communication: developing effective communications; communication objectives target audience; channel determination; managing integrated marketing communication.
2.	Developing and Managing Advertising Programme: types of advertising; functions; advertising process; advertising objectives; advertising budget.
3.	Creativity in Advertising: copy; layout; theme; advertising campaign ; scientific advertising.
4.	Advertising Media: different types of media; media selection; measuring media effectiveness.
5.	Advertising Effectiveness: concept; different types of tests.
6.	Sales Promotion and Public Relations: sales promotion - importance; tools and techniques; sales promotion campaign; Public Relations – nature and scope; evaluating public relations.

#### References:

- 1.Aaker, Batra & Myers, *Advertising Management*, Prentice Hall, New Delhi
2. Rossiter & Percy, *Advertising & Promotion Management*, McGraw Hill, New York
3. Sundage, Fryburger & Rotzoll, *Advertising Theory and Practice*, AITBS, New Delhi
4. Belch & Belch, *Advertising & Promotion*, Tata McGraw Hill.
5. Kazmi &Batra, *Advertising & Sales Promotion*, Excel Books.
6. Ogilvy,D., *Ogilvy on Advertising*, Vintage Books, New York.

#### 5-O3: OPTIONAL PAPER III: SALES ORGANISATION & MANAGEMENT

1.	Sales Management: concept, objectives; Sales Organisation- structure; different models of sales organization; setting up the sales organisation.
2.	Sales Forecasting: need & significance; methods.
3.	Designing the Sales Force: objectives; estimating man-power requirement.
4.	Managing the Sales Force: recruitment and selection; training ; compensation ; motivation ;evaluation of sales force performance.
5.	Sales Control: steps involved in sales control system; tools and techniques of sales control; sales budget; sales audit.
6.	Personal Selling & Salesmanship: Buyer-Seller Dyads; theories of selling; types of personal selling objectives.

#### References:

- 1.Cundiff, Still & Govoni, *Sales Management*, PHI, New Delhi.
2. Smith, R., *Sales Management*, PHI, New Delhi.
3. Stanton & Spiro, *Management of Sales Force*, McGraw Hill
- 4.Jobber, *Selling and Sales Management*, Tata McGraw Hill.

### SEMESTER – VI

#### 6-O4: OPTIONAL PAPER IV: CONSUMER BEHAVIOUR & MARKET RESEARCH

1.	Introduction to Consumer Behaviour: concept; applying consumer behaviour knowledge; modelling consumer behaviour ; market segmentation; ethics in marketing.
2.	Determinants of Consumer Behaviour: consumer as an individual – needs, motivation, personality, perception, learning, attitude, communication, persuasion; consumers in their social & cultural settings – the family, social class, cross-cultural consumer behaviour.
3.	Consumer’s Decision-making Process: personal influence & opinion leadership process; diffusion of innovations; consumer decision-making.
4.	Consumer Behaviour & Society: health-care marketing; political marketing; social marketing; environmental marketing; public policy & consumer protection.
5.	Introduction to Market Research: nature and importance; marketing information system and market research; major techniques.
6.	Methodology in Market Research: developing research objectives; primary data collection methods; designing primary research, analysis, report preparation.

#### References:

- 1.Schiffman & Kanuk, *Consumer Behaviour*, Prentice Hall.
- 2.Loudon & Della Bitta, *Consumer Behaviour*, Tata McGrawHill.
3. Bennett & Kassarian, *Consumer Behaviour*, Prentice Hall.

4. Batra & Kazmi, *Consumer Behaviour, Text & cases*, Excel Books.
5. Beri, G.C., *Marketing Research*, Tata McGraw Hill
6. Bradley, *Marketing Research*, Oxford University Press

#### 6-O5: OPTIONAL PAPER V: RURAL MARKETING & SERVICES MARKETING

1.	Introduction to Rural Marketing: nature and scope; rural vs. urban marketing; understanding rural marketing environment and its impact on marketing operations.
2.	Rural Consumer and Environment: characteristics; attitude and behaviour; buying pattern of rural consumers; rural marketing strategies – segmentation, product planning, packaging, branding, pricing, promotion and logistics in rural markets.
3.	Marketing of Agricultural Inputs: role of Government and other organisations in marketing of agricultural products; co-operative marketing; public distribution system; agricultural marketing in India – problems and prospects.
4.	Introduction to Services Marketing: services – types, nature, characteristics; understanding service customers; reasons for growth – Indian scenario.
5.	Services Marketing Management: 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.
6.	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. Krishnamacharyulu & Ramakrishnan, *Rural Marketing: Text & Cases*, Pearson Education.
2. Gopaldaswamy, T.P., *Rural Marketing*, Wheeler Publishers, New Delhi.
3. Rajagopal, *Managing Rural Business*, Wheeler Publishers, New Delhi.
4. Venugopal and Raghu, *Services Marketing*, Himalaya Publishing Ltd.
5. Ravi Shankar, *Services Marketing: The Indian Perspective*, Excel Books.
6. Rampal & Gupta, *Service Marketing, Concepts, Applications & Cases*, Galgotia Publishing Co.
7. Apte, Govind, *Services Marketing*, Oxford University Press

#### 6-P: PROJECT & SEMINAR PRESENTATION