

**ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
UNDER UNIVERSITY OF CALCUTTA**

**POST GRADUATE DEPARTMENT OF COMMERCE (M. COM)
CURRICULUM- 2018-20**

SEMESTER IV (Marketing)

Code	Subjects	Total Marks	Credit Points
AFDM 4451	Dissertation including presentation and Viva (Dissertation-100 + Viva-50)	150	9
RMMS 4401	Rural Marketing and Marketing of Services (50+50)	100	6
INMM 4401	International Marketing	100	6
Total		350	21

**RURAL MARKETING AND MARKETING OF SERVICES
PAPER CODE: RMMS 4401**

**MODULE I
RURAL MARKETING
(50 marks)**

- 1. Rural marketing:** Concept, nature, Significance of Rural Marketing, characteristics and potential of rural markets in India; Factors contributing to growth of rural markets, phases of rural market, rural market vs. urban Market.
- 2. Issues in Rural Marketing:** Rural Consumer behaviour, features, factors influencing rural consumers during purchase of a product, lifestyle of rural consumer, FMCG sector in Rural India, approaches for segmenting the rural market of India.
- 3. Marketing of products and commodities in rural market:** planning, pricing, promotion and management of distribution channels for marketing of products in rural areas; media planning and organizing personal selling in rural markets
- 4. Agricultural marketing and economic development:** importance, growth and role of agricultural marketing
- 5. Marketing of agricultural inputs:** marketing of fertilizers, pesticides, seeds, tractors and other agricultural implements in rural India
- 6. Projection of demand and supply of farm products:** estimation of current and future demand of farm products; estimation of production, marketable and marketed surplus
- 7. Packaging and packing of agri-products:** types of materials used for packaging; advantages and disadvantages of different packing materials

8. Grading and standardization: meaning, purpose and advantages of grading; inspection for agro-products; quality control of agro-products, grade standard criteria

9. e-Rural Marketing and application of IT.

SUGGESTED READINGS:

1. Ministry of Agriculture, Government of India, *Annual Reports and Survey Reports*
2. Gopaldaswamy, *Rural Marketing*, Wheeler Publishers
3. Nayyar and Ramaswamy, *Globalization and Agricultural Marketing*, Rawat Publications
4. Rajagopal, *Managing Rural Business*, Wheeler Publishers
5. Rajagopal, *Organising Rural Business*, Sage Publishers

MODULE II

**MARKETING OF SERVICES
(50 Marks)**

1. Service: Definition, understanding, nature, characteristics, importance, growth; difference between service and good, service mix; service marketing triangle.

2. Service marketing: Environment--macro and micro environment; customer--role and level of participation in service; customer mix; service consumer behaviour and model for understanding; service quality; service standardization; technology in service-- role and impact, self-service technology.

3. Market segmentation and selection: Service marketing segmentation--targeting and positioning

4. Service marketing mix: Need for expanding marketing mix; additional three Ps in service marketing--people, process, physical evidence; service offer--pricing, promotion and distribution of service.

5. Management of demand for and supply of service: Product support and post-sales service; managing competitive differentiation, service quality and productivity in service industry; well managed service --case study

6. Service marketing application: Cases

SUGGESTED READINGS:

1. Christopher, *Service Marketing*, Prentice Hall
2. Shankar, *Service Marketing – The Indian Experience*, South Asia Publishers
3. Payne, *The Essence of Service Marketing*, Prentice Hall
4. Rampal and Gupta, *Service Marketing*, Galgotia Publishing

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INTERNATIONAL MARKETING
PAPER CODE: INMM 4401

- 1. Introduction to international marketing:** Nature, significance, complexities in international marketing; transition from domestic to transnational marketing; international market orientation – EPRG framework
- 2. International marketing environment:** Internal environment, external environment, geographic/demographic/economic/political/socio-cultural/legal environment, impact of environment on international marketing decisions, tariff and non-tariff barriers
- 3. Foreign market selection:** Global market segmentation; selection of foreign markets; international positioning; international market entry strategy--exporting, licensing, franchising, joint ventures, co-operative piggy-backing, management contract, turnkey operations, strategic alliance, contract manufacturing, etc.
- 4. Product decision:** Product planning for global markets, standardization vs. product adaptation, new product development, management of international brands; packaging and labeling; provision of sales-related service
- 5. Pricing decision:** Environmental influences on pricing decisions; international pricing policies and strategies, dumping and its various forms of dumping, INCOTERMS
- 6. Promotion decision:** Complexities and issues; international advertising; personal selling, sales promotion and public relations, participating in international trade fairs & exhibitions
- 7. Distribution channel and logistics:** Functions and types of channels; channel selection decision, selection of foreign distributors / agents and managing relations with them; international logistics decisions.

SUGGESTED READINGS:

1. Joshi, Rakesh Mohan *International Marketing*, Oxford
2. Czinkota, *International Marketing*, Dryden Pre

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