



Master of Business Administration in Marketing

Semester III

1. Elective - I - Advertising Management
2. Elective - II - Consumer Behaviour
3. Entrepreneurship
4. Project Management
5. Project Work Diary
6. Summer Internship Report
7. Elective - III - Sales Promotion Management

Advertising Management

Unit 1-

Advertising : types of advertisement , advertise ability and advertising aids , Advertising planning and decision making .

Unit 2-

Advertising Campaign Planning : setting advertising goals and objectives, The DAGMAR Approach . Messages strategies and tactics ,Creative approaches, Copy writing and testing , Advertising copy design and communication strategy , Copy - visualization layout , Advertising appeals and themes , Classification of advertisement copies , Essentials of a good copy . Exercises in drafting advertisement copy .

Unit 3-

Advertising Media : types of media , media planning and scheduling ,Advertising budgets,approaches to advertising ,budgeting.Measuring advertising effectiveness . Advertising strategies for rural markets.

Unit 4-

Advertising Agencies : profile of major advertising agencies in India and abroad , Rural advertising , social advertising , ethics in advertising ,advertising standards council of India (ASCI) .

Suggested Readings:

1. Advertisement and Promotion – Belch and Belch
2. Advertising – Aaker and Bathra
3. Advertising Management – Chuna walla
4. Advertising Management – Write and Ziegler
5. Contemporary Advertising – Williams Arens
6. Advertising Management – Rajeev Batra , John G .Myer , David Aker
7. Advertising Planning & Implementation – Sangeeta Sharma & Raghuvir Singh
8. Advertising Principles and Practice – Wells , Moriatry, Burnett
9. Advertising Management – Jaishri Jeth wanry , Shruthi Jain
10. Marketing Communication – Dahlen

Consumer Behaviour

Unit 1-

Consumer Behaviour: introduction, factors influencing consumer behaviour, Personality, Psychographics, Family, Society, Values of perception, Attitude and lifestyles, Different models of consumer behaviour– Economic, Learning, Psychoanalytical, Sociological, Howard Shett, Nicosia, Webster and Wind, Engel, Blackwell and Minard models.

Unit 2-

Buying Decision Making Process: buying roles, Stages of the decision process– High and low effort decisions, Post purchase decisions. Models of consumer behaviour.

Unit 3-

Marketing Research Designs: types of research designs, Techniques and tools of data collection– Scales and measurement, Various types of data, Sampling techniques, Sample size determination. Analysis and interpretation of data. Reporting the research findings.

Unit 4-

Application of Quantitative Tools in Marketing: decision making using Regression analysis, ANOVA, Discriminant analysis, Fact or analysis, Cluster analysis, Multi-dimensional scaling and Conjoint analysis, Use of SPSS for data analysis.

Unit 5-

Market Research: marketing and market research, Qualitative research, Market and Sales analysis. Motivation research, Communication research, Product, Pricing and Distribution research.

References :

1. Marketing Research – R.Nargundkar
2. Consumer Behaviour – Schiffman and Kanuk
3. Marketing Research – Tull, Green and Hawkins
4. Business Research Methods – Zikmund
5. Marketing Research – N.K. Malhotra
6. Marketing Research– Parashuraman , Grewal
7. Consumer Behaviour – Hoyer Mac Innis

Entrepreneurship

1. Foundations of Entrepreneurship : nature of Entrepreneurship, social & cultural factors in nurturing entrepreneurship. Institutional support for promoting entrepreneurship in India, role of Universities & Colleges, CSIR labs . Case study of incubation.
2. Business Planning: from idea generation to preparation of detailed business plans. Exercises in preparation of business plans .
3. Venture Capital: valuing and financing a venture, stages of venture development and financing , venture capital firms (VC ' s) venture expansion strategies.
4. Rural & social entrepreneurship: potential for entrepreneurship in rural India, SHGs, micro credit etc. , Case studies of rural & social entrepreneurship in India .
5. Entrepreneurs in India: family entrepreneurs, women entrepreneurs.

References :

1. Entrepreneurship – Prof. T.V. Rao
2. Entrepreneurship – Hisrich & Peter
3. Entrepreneurship- Mathew J Manimala

Project Management

1. Project Management: concepts & key terms, evolution of integrated project management system, aligning projects with organization strategy , effective project portfolio management system, project life cycle, feasibilities of projects-different forms of project contracting.
2. Project Scope Management: defining Project scope , creating work break down structure (WBS) , project roll up , process break down structure , responsibility matrix .
3. Project Scheduling: network models, PERT & CPM using softwares , measuring risk.
4. Project Risk Management : contingency resources, reducing project duration .
5. Project Team Management : building high -performance project teams, managing virtual project teams, project control process. Performance measurement and evaluation , project quality, planning, quality assurance, quality audit, project closure, post completion audit .

References:

1. Project Management by Clifford Gray and Larson.
2. The practice and theory of project management creating value through change – Newton, Richard – 2009, Hampshire, Palgrave Pub.
3. Effective project Management– Clements, James P & Gido Jack – 2006, New Delhi, Cengage Learning.
4. Project Management: Amanagerial approach – Meredith, Jack . R & Mantel Samuel.J – 2006 , New Delhi, John Wiley & Sons.

Sales Promotion Management

Unit 1-

Sales Promotion- The tools of sales promotion, Objective and importance of sales promotion, promotional activities, Methods of sales promotion.

Unit 2-

Promotional Mix and Personnel Selling- Introduction, determinants of Promotional Mix, Scope of Promotional mix, Objectives of promotion, Kinds of Promotion, Promotional activities and its objectives, Promotion Planning process, What is personal selling, Process of Personal selling, Functions and characteristics of personal selling, Factors affecting promotional mix, Limitations of personal selling, What is advertising, Functions and objectives of advertising, Kinds of advertising, Concept of salesmanship, Theories of selling, personal selling, role in formulating marketing strategies-Product, Price & Distribution, competitive settings.

Unit 3-

Consumer behavior and sales promotion- Types of Determinants, Need satisfaction and buyer behavior, Types of Buying behavior, consumer behavior, Problems in studying Buying behaviour, Stages of consumer buying process, factors affecting the consumer buying behavior.

Unit 4-

Deal prone consumer Research- Consumer research-uses, methods of consumer research.

Unit 5-

Performance Evaluation and Appraisal- Steps in performance Evaluation, Types of standard, Various Quantitative Performance standards, Sales report and its purpose, Approaches to performance appraisal, the process and utility of the system.

Unit 6-

Effective Sales Personnel- Shaping attitudes and work habits, The right mental attitude, developing selling skills, standardization & Discipline in training, Duration of training, training sequence, the salesman morale, counseling and supervising techniques, stimulating improved performance.

Unit 7-

Evaluation of sales promotion experiment- Appraising overall performance, sales analysis, cost analysis, the salesman's career cycle. Using and transmitting evaluation information.

Unit 8-

Product decision in sales promotion- Introduction, Layers of product, kinds of product, product line, product mix, factors affecting product mix, Brand classification, Advantages and limitations of Branding, Brand strategies, Packaging- growth and importance, policies of packaging, packaging decision, labeling and its purpose, product life cycle and its importance, stages, strategies, Product development process, consumer adoption process.

Unit 9-

Retailer and Wholesaler promotion Process- Importance of retailing, classification of retailers, essential requirements of retailers, wholesalers-characteristics and classification, services of wholesalers.

Unit 10-

Strategic issues & findings in promotional strategies- Objective of promotion, the sales personnel, situational remedy-price deals, consumer samplings, premium offers, push money etc.

Suggested Readings:

1. Sales Promotion Management by Bir singh, Anmol Publications