



Master of Business Administration in Marketing

Semester IV

1. Elective - IV - Brand Management
2. Elective - V - Internet Marketing
3. Project Report
4. Project Viva-voce
5. Elective - VI - Service Marketing
6. Strategic Management
7. Elective - VII - Business Marketing

Brand Management

Unit 1-

Introduction to Product Management: basic concepts of product; classification of product; product mix and line decisions; growth strategies for FMCG; organizing for product management. Product market strategies for leaders, challengers and followers.

Unit 2-

New Product Planning and Development: organizing for new product, new product development process, Launch strategy, Reasons for new product failures, consumer adoption process, product life cycle concepts.

Unit 3-

Marketing Planning: planning process, components of marketing plan– competition analysis, product category attractiveness analysis, customer analysis and competitor analysis. Segmenting – Targeting – Positioning (STP)– basis for segmentation, differentiation and positioning, Techniques of good positioning, Pricing and channel management strategy .

Unit 4-

Brands and Brand Management: customer based brand equity- brand positioning and values- choosing brand elements to build brand equity.

Unit 5-

Designing Marketing programs to build brand equity: measuring sources of brand equity – design and implementing branding strategies – managing brand over time .

References :

1. Product Management – Donald R. Lehman, Russel S. Winner and
2. Strategic Brand Management- Kevin L. Keller
3. The Brand Management Checklist – Brab Vanauken and Managing Indian Brands – Ramesh Kumar
4. Application Exercises in Marketing – Ramesh Kumar

Business Marketing

Unit 1-

The Nature of Business Marketing: business and consumer products, Basis for classification, Difference between business and consumer marketing, Business marketing global context, Classification of business consumers, Classification of business products.

Unit 2-

Organizational Buying Behaviour (OBB): key characteristics of organizational customer and buying process- Purchasing organization and buying stages, Concept of buying center, Buying motivations, Purchasers evaluation of potential suppliers, Environmental influence on organizational buying process. Marketing information system for organizational market.

Unit 3-

Business Marketing Planning: planning process, Demand and analysis, Segmenting, Targeting and Positioning, Industrial product strategy and Product policy, New product development, Managing business services, PLC of industrial products.

Unit 4-

Managing Business Marketing Channels: direct and indirect distribution, E- channels, Distributors, Manufacturer representative, Channel design and administration. Concept of logistics and supply chain management in business marketing. Pricing strategy for business markets– Competitive bidding and leasing, Advertising and Sales promotion, Personal selling business in business marketing.

Unit 5-

Managing Business Markets: managing personal selling function, Key account management, Sales administration, Selling through Internet, E-commerce, Prospecting on Internet, Accepting orders and payment on net.

References:

1. Business Marketing Management– Michael Hutt and Thomas Speh, 8th Edition, Thomson Learning
2. Industrial Marketing – Reeder and Reeder (PHI)
3. Industrial Marketing – Richard Hill (AITBS)
4. Supply Chain Management – Sunil Chopra and Peter Meindl (1st Indian reprint, Pearson Education)
5. Business Marketing – Haynes
6. Business Marketing – Rangan

Internet Marketing

Unit 1-

E-Marketing Context in Past, Present and Future- E-Marketing Landscape, E-Marketing's Past- Web, E-Marketing Today- Web, E-Marketing Future- Web.

Unit 2-

Strategic E-Marketing and Performance Metrics- Strategic Planning, Strategy to Electronic Strategy, Business Models to E-Models, E-Business Models, Performance Metrics Inform Strategy, Balanced Scorecard.

Unit 3-

E-Marketing Plan- E-Marketing Planning Process, E-Marketing Plan, Seven Step E-Marketing Plan.

Unit 4-

Building Inclusive E-Markets- Global E-Marketing Issues, Country and Market Opportunity Analysis, Technological Readiness Influences Marketing, Wireless Internet Access, Digital Divide, Building Inclusive E-Markets.

Unit 5-

E-Marketing Research- Data Drive Strategy, Marketing Knowledge Management, Electronic Marketing Information System, Monitoring the Social Media, Other Technology-Enabled Approaches, Real-Space Approaches, Marketing Databases and Data Warehouses, Data Analysis and Distribution, Knowledge Management Metrics.

Unit 6-

Consumer Behavior Online- Consumers in the Twenty-First Century, Inside the Internet Exchange Process.

Unit 7-

Segmentation, Targeting, Differentiation, and Positioning Strategies- Segmentation and Targeting, Three Markets, Market Segmentation Bases and Variables, Targeting Online Customers, Differentiation Online, Online Positioning Bases.

Unit 8-

Product: The Online Offer- Products Capitalize on Internet Properties, Creating Customer Value Online, Product Benefits, E-Marketing Enhanced Product Development.

Unit 9-

Price: The Online Value- Internet Changes Price Strategies, Buyer and Seller Perspectives, Payment Options, Pricing Strategies.

Unit 10-

Internet for Distribution- Distribution Channel, Online Channel Intermediaries, Distribution Channel Length and Functions, Channel Management and Power, Distribution Channel Metrics.

Unit 11-

E-Marketing Communication Tools- E-Marketing Communication, Internet Advertising,

Services Marketing

Unit 1-

Introduction to Services Marketing : definition of services , Reasons for emergence of services marketing, Characteristic features of services marketing, Service marketing mix , Recent trends in services marketing .Sectoral view of service industry .

Unit 2-

Consumer Behaviour in Services : gap analysis for understanding consumer behaviour. Customer expectations – Customer perception ,Factors influencing customer expectations . Serviced development and design , Stages in new service development , Service blue printing.Customer defined service standards. Physical evidence service scape.

Unit 3-

Delivering and Performing Services : employees role in service delivery – Boundary - spanning roles , Strategies for closing gaps . Customer roles in service delivery , Delivering services through intermedia ries and electronic channels.

Unit 4-

Managing Demand and Capacity: managing service promises, Integrated service marketing communications, Pricing of services, The integrated gap models for service quality .

Unit 5-

Marketing of Services: health care, Hospitality services, Transport services, Telecommunication services, Consultation services , Financial services.

Suggested Readings:

1. Services Marketing – Integrated Customer Focus Across The Firm–Valarie A Zeitham l and M.J.Bitner
2. Services Marketing – People , Technology and Strategy – Lovelock
3. Services Marketing – Ravishankar
4. Marketing of Services – Jha
5. Marketing of Services – G.S . Bhatia
6. Marketing of Services – Sahu and Sinha

Strategic Management

Unit 1-

Overview of strategic management: origin of strategy, strategy vs structure, elements of business strategies, Strategic Management process.

Unit 2-

Environmental Analysis: Strategically relevant components of internal and external environment, Industry and competitive analysis, analysis of resources and competitive capabilities, environmental scanning techniques.

Unit 3-

Establishing organizational direction– developing strategic vision, mission and setting objectives. Strategic intent and the concept of strategic pyramid, corporate ethics and social responsibility.

Unit 4-

Generic competitive strategies– stability, expansion, retrenchment, conglomerate and their variants. Strategic and competitive advantage, new business models for global and internet economy, Strategy clusters and models relating to portfolio analysis .

Unit 5-

Strategy implementation– building core competencies and competitive capabilities, developing policies and procedures for implementation. Designing and installing supporting and rewarding systems. Evaluating and monitoring implementation.

Suggested Readings-

1. Strategy and Structure – Alfred C .Chandler
2. Strategic Management – Alex Miller and Irwin
3. Competitive Advantages: Creating and Sustaining, Superior Performance– Michael E .Porter
4. Competing for the future – Prahlad and Hammel
5. The Future of Competition– Prahlad and Venkataraman
6. Crafting and executing Strategy – Aurthor A . Thompson and others
7. The Art of Strategy– Avinash K. Dixit and Barry J. Nalebuff