



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
DEEMED TO BE UNIVERSITY
University with Graded Autonomy Status
(An ISO 21001 : 2018 Certified Institution)



Periyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION - MARKETING



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E01 MARKETING RESEARCH AND CONSUMER BEHAVIOR

MMBA22E01	CONTROL SYSTEMS			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30			3	3	0	0	T
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							

OBJECTIVES

1. To understand the nature, significance and technique of marketing research;
2. To have idea about criteria in selecting research problem;
3. To equip with the knowledge required to understand the state of your product before approaching the market strategy and
4. To understand the consumer better and develop marketing programs and strategies.

COURSE OUTCOMES (COs)

CO1	Methodological approaches to various marketing problems.
CO2	Creating marketing research reports for various functions.
CO3	Identifying the dynamic behaviour of consumers in their purchase decision making.
CO4	Identifying dynamics of consumers and group influence in deciding marketing strategies.
CO5	Predicting consumers' behaviour after purchase.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2	2	3
	CO2	3	3	2	3	2
	CO3	2	3	3	3	3
	CO4	2	3	3	3	3
	CO5	2	2	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E01

MARKETING RESEARCH AND CONSUMER BEHAVIOR

UNIT-I INTRODUCTION

6 hours

Marketing research – Definition – Scope – Importance - Advantage and Limitations - Research process - Identification of Research problem - Research Design for Marketing Problems - Data source - Designing questionnaire.

UNIT - II PREPARATION OF RESEARCH

6 hours

Interpretation - Report writing – Principles of report writing - Graphs and tables Presentation – Ethics in Marketing research – New product development - Product research – Motivation research - Promotion research - Distribution research

UNIT- III CONSUMER BEHAVIOR AND CULTURE

6 hours

Introduction to consumer behavior – Definition - Scope - Customer value - Customer satisfaction - Market analysis - Consumer decision process - Cross-cultural consumer analysis - Needs – Goals - Consumer rights and laws.

UNIT- IV CONSUMER LEARNING AND ATTITUDE

6 hours

Classical conditioning – Instrumental conditioning – Information processing – Tri component attitude model – Multiattribute attitude model - Consumer decision making process - Introduction - Levels of consumer decision - Hierarchy of effects model.

UNIT-V CONSUMER INFLUENCE AND POST PURCHASE BEHAVIOR

6hours

Opinion leadership – Surrogate buyer – Diffusion of innovation – Adopter categories – Adoption process– Store location, Store design and Physical facilities –

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Aaker, D., Kumar, V., Day, G.S. and Leone, R.P., Marketing Research, 10th Edition, Wiley India Pvt. Ltd., 2011.
2. Majumdar, R., Consumer Behaviour: Insights from Indian Market, PHI Learning, 2010.
3. Malhotra, N.K. and Das, S., Marketing Research: An Applied Orientation, 6th Edition, Pearson, 2010.
4. McDaniel Jr., C. and Gates, R., Marketing Research, 8th Edition, Wiley India Pvt. Ltd., 2011.
5. Schiffman, L.G, Kanuk, L.L. and Kumar, R., Consumer Behavior, 10th Edition, Pearson, 2010.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E02

ADVERTISING AND SALES PROMOTION

MBA22GE02	CONTROL SYSTEMS		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						

OBJECTIVES

1. To acquaint the students with the basic aspects of Advertising;
2. To ponder upon Advertising copy and Media management;
3. To highlight the procedure for Advertising budget and controlling;
4. To describe the process of Promotional activities and
5. To know the importance of ethics in advertisement and sales promotion.

COURSE OUTCOMES (COs)

CO1	Acquaintance with the fundamental concepts of Advertising and performing client service.
CO2	Creation of advertising copy writing and Media selection for the ad.
CO3	Budgeting for an ad and testing the ad.
CO4	Ethically promoting a product using suitable promotional tool.
CO5	Being ethical in advertising and considering governing laws of various countries.

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	2	2		
	CO2	3	3	2		3	
	CO3	3	3	3		3	
	CO4	3	2		2		
	CO5	3	2	3	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E02 ADVERTISING AND SALES PROMOTION

UNIT- I INTRODUCTION

6 hours

Advertising – Concept – Objectives - Evolution – Classifications – Advertising agencies – Role and Functions of agency – Client relationship – Responsibilities of agency – Client servicing - Process of setting up an ad-agency - Growth of Ad agencies - Advertising industry in Global and India's scenario.

UNIT - II ADVERTISING COPY DEVELOPMENT

6 hours

Advertising copy – Definition – Objectives – Characteristics – Content – Types – Process – Themes and appeals – Advertising as a communication mix - Developing USP - Advertising Media: Definition – Importance – Classification – Advantages and disadvantages - Problems – Media Ethics.

UNIT- III ADVERTISING BUDGET AND CONTROLLING

6 hours

Advertising budget definition - Objectives – Approaches to an Ad budget - Factors influencing an Ad budget - Determining the size of the budget - Methods of measuring advertising effectiveness – Pre and Post testing techniques.

UNIT - IV PROMOTION

6 hours

Promotion – Sales promotion – Nature – Importance – Objectives – Role- Tools for sales promotion - Developing sales promotion programmes – Pretesting - Implementation – Evaluation of results and making necessary modifications - Ethical aspects of sales promotion.

UNIT- V ETHICS IN ADVERTISING

6 hours

Ethics in Advertising – Objectives – Importance - Need – Methods - Impact of regulatory advertising industry - Advertising research and analysis - Advertising for international market. Laws that affect advertising in India - Recent trends in Advertising and sales promotion only for discussion.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Advertising and Promotion By George E. Belch and others. Tata Mcgraw Hill Co.
2. Advertising Management with solution manual by JaishriJethwaney and Shruti Jauji Oxford University Press, Chennai.
3. Advertising and promotion by Shimp Cengage learning, Chennai.
4. Strategic advertising management by Lorry percy and Richard Elliott oxford University press, Chennai.
5. Advertising planning and implementation by Sangeeta Sharma and Raguvir singh PHI learning India PVT Ltd.
6. Advertising and promotions are (IMC) Integrated Marketing Communication approach.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E03

BRAND MANAGEMENT

MMBA22E03	CONTROL SYSTEMS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To make the students to understand the meaning and constituents of brand;
2. To enable them to understand brand positioning and building image for a brand and
3. To provide them idea about brand practices and the way of valuation of brand.

COURSE OUTCOMES (COs)

CO1	Understand the brand related concept and the constituents of a brand to enable it as a point of purchase.
CO2	Brand building and use of social media in building brands.
CO3	Framing strategies to covert brand image to brand loyalty.
CO4	Leveraging brand value for brand extension and co-branding.
CO5	Rejuvenating brands across time and boundaries.

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	2		2	
	CO2	2	3	3		3	
	CO3	2	3	3		2	
	CO4	2	3	3	3	3	
	CO5	2	3	3	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E03

BRAND MANAGEMENT

UNIT -I INTRODUCTION

6 hours

Definition of Brand – Importance of Brands – Branding challenges and opportunities – Brand equity concept – Brand equity models — Brands vs. Products – Constituents of a Brand: Brand identity – Image and Personality – Brand DNA – Kernel – Codes and Promises – Point of distribution and Point of purchase.

UNIT-II BRAND POSITIONING

6 hours

Brand Positioning: Basic Concepts – Risks – Brands and consumers – Competitive advantage through strategic positioning of brands – Points of parity. Brand Building: Designing marketing programmes to build brands – Role of social media in brand building.

UNIT-III BRAND IMAGE

6 hours

Brand Image: Image Dimensions –Brand associations and Image –Brand identity: Perspectives – Levels and Prisms – Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands – Brand audits – Brand loyalty – Cult brands.

UNIT-IV BRAND VALUATION

6 hours

Brand Valuation: Methods of Valuation – Implications for Buying and Selling Brands. Leveraging Brands: Brand Extension – Brand Licensing – Co-branding – Brand architecture and Portfolio Management.

UNIT-V BRANDING PRACTICES

6 hours

Branding in Practice: Handling name changes and Brand transfer – Brand revitalization and rejuvenation – Global branding strategies – Building and managing brands across boundaries – Branding industrial products –Building brands online - Recent trends in brand management for discussion only.

TOTAL NO. OF HOURS: 30 PERIODS

Reference Books:

1. Aaker, D., Building Strong Brands, Simon and Schuster, 2010.
2. Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition, John Wiley and Sons, 2012.
3. Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2012.
4. Gupta, N.R. The Seven Principles of Brand Management, Tata McGraw-Hill Education, 2011.
5. Kapferer, J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th Edition, KoganPage, 2012.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E04 CUSTOMER RELATIONSHIP MANAGEMENT

MMBA22E04	CONTROL SYSTEMS			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30			3	3	0	0	T
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							

OBJECTIVES

- 1.To understand the basic growth and reasonability of CRM;
2. To study the value and expectation of customers satisfaction;
- 3.To develop the strategy development process of CRM;
- 4.To know that CRM as a marketing strategy for business success in various sectors and
- 5.To help the customer in implementing road map and CRM metrics.

COURSE OUTCOMES (COs)

CO1	Knowing the process of CRM and building the relationship with customers
CO2	Capability of knowing customer expectation and satisfying them by using modern technology.
CO3	Formulating customer centric CRM strategies.
CO4	Implementing CRM for various segments of business.
CO5	Create road map of CRM and evaluating its success.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		3
	CO2	3	3	2	1	2
	CO3	2	3	2		3
	CO4	2	1	1	2	2
	CO5	2	3	2		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E04

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT- I EVOLUTION OF CUSTOMER RELATIONSHIP

6 hours

CRM – Definition - Emergence of CRM Practice - Factors responsible for CRM growth - CRM process - Framework of CRM - Benefits of CRM - Types of CRM - Scope of CRM - Customer Profitability – Features in CRM - CRM and Cost Benefit Analysis - CRM and Relationship Marketing.

UNIT- IICRM CONCEPTS

6 hours

Customer Value: Customer Expectation - Customer Satisfaction - Customer Centricity - Customer Acquisition - Customer Retention - Customer Loyalty - Customer Lifetime Value - Customer Experience Management - Customer Profitability - Enterprise Marketing - Web based Customer Support.

UNIT - IIIPLANNING FOR CRM

6 hours

Steps in Planning: Building Customer Centricity - Setting CRM Objectives - Defining Data Requirements - Planning Desired Outputs - Relevant issues while planning the Outputs - Elements of CRM plan - CRM Strategy - The Strategy Development Process - Customer Strategy Grid.

UNIT- IV CRM AND MARKETING STRATEGY

6 hours

CRM Marketing: Initiatives - Sales Force Automation - Campaign Management - Call Centers - Practice of CRM - CRM in Consumer Markets - CRM in Services Sector - CRM in Mass Markets - CRM in Manufacturing Sector.

UNIT-V CRM PLANNING AND IMPLEMENTATION

6 hours

Issues and Problems in implementing CRM - Information Technology tools in CRM - Challenges of CRM Implementation - CRM Implementation Roadmap - Road Map (RM) Performance - Measuring CRM performance - CRM Metrics.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Azam, M., Management Information System, McGrawHill Education, 2012.
2. Laudon, K., Laudon, J. and Dass, R., Management Information Systems – Managing the Digital Firm, 11th Edition, Pearson, 2010.
3. Murdick, R.G., Ross, J.E. and Claggett, J.R., Information Systems for Modern Management, 3rd Edition, PHI, 2011.
4. O'Brien, J.A., Morakas, G.M. and Behl, R., Management Information Systems, 9th Edition, Tata McGraw-Hill Education, 2009.
5. Saunders, C.S. and Pearson, K.E., Managing and Using Information Systems, 3rd Edition, Wiley India Pvt. Ltd., 2009.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E05

SERVICES MARKETING

MMBA22E05	CONTROL SYSTEMS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. To enhance students to know the value and importance of empowered service delivery 2. To understand and promote the intangible benefits and 3. Enable understanding to students about the procedures involved in service marketing,						
COURSE OUTCOMES (COs)						
CO1	A good understanding of service marketing environment to serve customers to gain market.					
CO2	Providing service quality based on the service sector.					
CO3	Identifying opportunities of service sector and framing service marketing strategies.					
CO4	Deciding marketing mix for the service sector.					
CO5	Promotion activities suitable for various service sectors.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	1		
	CO2	2	3	1		3
	CO3	3	3	3		2
	CO4	2	3	3	3	
	CO5	3	3	2		3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E05

SERVICES MARKETING

UNIT – I NATURE and SCOPE OF SERVICES

6 hours

Development of service marketing: Introduction to service marketing - Service development design – Concepts – Scope and dimensions – Services marketing environment – Characteristics of services – Consumers and markets.

UNIT – II SERVICE MARKETING OVERVIEW

6 hours

Scope and range of Services Marketing: Classification of services and Various sectors of services - Distinctive features of Service market potential - Factors of services marketing - Growth of services sector and service industry - Service quality – Service leadership.

UNIT – III FUNCTIONS OF SERVICE MARKETING

6 hours

Service marketing strategies: Functions of services marketing - Assessing service marketing opportunities – Services market segmentation - Positioning of services – Pricing of services, methods – Integrated service marketing communication.

UNIT – IV 7 Ps OF SERVICE MARKETING

6 hours

Services Marketing Mix: Price, Place, Product, Promotion, People, Process, Physical Evidence [7Ps]. Advantages and disadvantages of service marketing mix – Performing the service - Service products - Proportion of service marketing mix for various services, Models of services marketing.

UNIT – V SERVICE MARKETING OF VARIOUS SECTORS

6 hours

Service Marketing promotions: Designing communication mix for Hospitality, Tourism, Travel, Medical field, Information Technology, Educational sector, financial sector, marketing of non- profit organizations. Recent trends in services marketing for discussion only.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Steve Baron and Kim Harris – *Service Marketing*– 3rd Edition ISBN-13: 978-0230520936. PALGRAVE 2003.
2. Roland T Rust – *Service Marketing*- Addison – latest edition ISBN 91-. 7698-029-4. Wesley 1989.
3. Roland T Rust – *Marketing of non- profit organizations*. - Philip Kotler – Prentice hall 2000.11th Edition ISBN 978-0-13-210292-6 1
4. Kruse, *Service Marketing* –John wiley and sons Ltd. 5th Edition ISBN 0749421231 2000



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E06 BUSINESS TO BUSINESS MARKETING

MMBA22E06	CONTROL SYSTEMS			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30			3	3	0	0	T
	Prerequisite - Degree							
	Course Designed by – Faculty of Management Studies							

OBJECTIVES

1. The main purpose of this course is to introduce students to modern ideas about the nature of business marketing;
2. To gain knowledge of electronic transactions such as business to business, business to commerce, sharing, and corporate earnings processing and
3. It will assist students in completing financial and document exchange transactions between two or more business partners.

COURSE OUTCOMES (COs)

CO1	Insights in to the B2B marketing environment and the basic similarities and framing strategies for industrial buyer and government as a buyer.
CO2	Building B2B branding and delivering solution to industrial customers.
CO3	Framing marketing strategies to business customers.
CO4	Familiarization with the critical success factors in marketing industrial products and adopting ethical practices.
CO5	Increase the sales using promotional tools based on market intelligence.

Mapping of Course Outcomes with Program outcomes (Pos)

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		2
	CO2	2	3	2		2
	CO3	3	3	3		2
	CO4	2	3	2		
	CO5	2	3	2		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E06

BUSINESS TO BUSINESS MARKETING

UNIT - I INTRODUCTION

6 hours

Business marketing - Business market customers - Characteristics of business markets - Organizational buying and buying behavior - The buying process - Strategic role of marketing organization in India: Organizational and business markets - Government as a customer.

UNIT – II SEGMENTING BUSINESS MARKETS

6 hours

Management of Innovation - Managing technology - Determinants of new product performance - Product strategy: Product policy - Industrial product strategy - Building B2B brands - Holistic brand management - Delivering effective customer solutions - Pre and post sales service.

UNIT – III PRICING IN B2B MARKETING

6 hours

Pricing process - Competitive bidding - Pricing of new products - B2B Advertising - Digital marketing - Trade shows – Exhibitions - Deployment analysis managing channels: Business marketing channels and participants - E-commerce for business marketing channels - B2B logistics Management.

UNIT - IV CUSTOMER CARE

6 hours

Customer care for business markets: Total delivered value - Relationship marketing and CRM - Customer value management Marketing of Projects: Competitive bidding for projects - PPP Projects implementation of marketing strategy - Strategy map for ethical issues in B2B marketing.

UNIT – V PROMOTIONAL STRATEGIES

6 hours

Industrial Goods Promotion - Branding of Industrial Products – Creating Corporate Image - Industrial Marketing Control.E- Business Designs, Marketing analytics Practical: At a small organization of a personal acquaintance. Prepare quotes for business clients (Practical discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Sph,B2B Marketing: A South Asian Perspective,Cengage 2014, 11th ed
2. Sharad Sarin, Business Marketing: Concepts and Cases McGraw Hill 2013, 1st ed
3. Tom McMakin, Doug Fletcher How Clients Buy: A Practical Guide to Business Development for Consulting and Professional Services ,Wiley
4. James C. Anderson, Das Narayandas, James A. Narus and D.V.R. Seshadri Business Market Management (B2B): Understanding, Creating, and Delivering Value Pearson 2010, 3rd ed.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E07

INTERNATIONAL MARKETING MANAGEMENT

MMBA22E07	CONTROL SYSTEMS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. It helps the student to understand the importance of international marketing;
2. To create awareness about international marketing environment;
3. To know the principles of Import and Export document procedures;
4. To make them understanding the concepts of International marketing planning and
5. To identify the factors influencing in International Marketing mix.

COURSE OUTCOMES (COs)

CO1	Understanding the basics of international marketing environment.
CO2	Learn about the opportunities and challenges in international market environment.
CO3	Understand and ability to prepare the export documentation requirements.
CO4	Undertaking international research and framing strategies for going global.
CO5	Apply various penetrating strategies to promote International Branding and stabilize in international market.

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	1		3	2	
	CO2	3	2		3	2	
	CO3		3	2			
	CO4	2	2	3	3	2	
	CO5	2	3		3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E07

INTERNATIONAL MARKETING MANAGEMENT

UNIT - I INTRODUCTION

6 hours

International Markets – Definition – Nature and benefits of international marketing - International marketing management process: An overview - Influence of physical, economic, socio-cultural, political and legal environments on International marketing information.

UNIT- II INTERNATIONAL MARKETING ENVIRONMENT

6 hours

Business culture around the world: Language – Customs - Attitudes - Marketing strategy adjustments - Product adaptations. Geographic description of market – Political risk – Political environment - Import quotas – Tariffs - Customs restrictions - Required licenses – Registrations – Permits.

UNIT- III EXPORT DOCUMENTATION AND PROCEDURES

6 hours

India's Export – EXIM - Import policy – Promotional measures - Export oriented units – Deemed exports - Export-Import documentation – Kinds of documents – Principal export documents – Auxiliary documents – Documents in import trade – Export documentation and procedures - Demand estimation.

UNIT- IV INTERNATIONAL MARKET PLANNING

6 hours

International market selection – Influencing factors – Process – Strategies and approaches – Competition - International marketing research: Techniques – Survey – Interview techniques – Analysis of field data – Research report- Global marketing of services.

UNIT- V INTERNATIONAL MARKETING MIX

6 hours

Developing an international product line - Foreign product diversification - International branding decisions - International warranties and service - International pricing Strategy - International promotion strategies - Promotion mix - International sales negotiations.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Philip R. Cateora, John L.Graham – *International Marketing* - Edition: 16th ISBN-10: 0077642295 TATA McGraw-Hill Edition.
2. Vern Terpstra Ravi Sarathy – *International Marketing*– 10th Edition ISBN-10: 0981729355; Harcourt College Publishers.
3. Raja Gopal *International Marketing* [Global Environment, Corporate Strategy, 3rd edition ISBN 978 1 921388 16 3 Case Studies] –
4. Vikas Publishing House.
5. Philip R. Cateora – *International Marketing* – 15th Edition ISBN-13: 978-0073529943 McGraw-Hill International Editors.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E08

RETAIL MANAGEMENT

MMBA22E08	CONTROL SYSTEMS				C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30				3	3	0	0	T
	Prerequisite – Degree								
	Course Designed by – Faculty of Management Studies								
OBJECTIVES									
<ol style="list-style-type: none"> 1. The objective of the course is to provide a basic understanding of various dimensions of retail management; 2. Analysing activities and initiatives in the areas of industry and 3. To attain a retail customer service representative position in line with the record of customer service, order processing. 									
COURSE OUTCOMES (COs)									
CO1	Get a clear idea of retail trends in India and abroad.								
CO2	Understanding and managing various retail management formats and MNCs role in retail growth..								
CO3	Positioning retail shops locally and globally.								
CO4	Various approaches to retail management including e-tailing.								
CO5	Understanding the current trends in retail marketing and consumerism.								
Mapping of Course Outcomes with Program outcomes (Pos)									
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5			
2	CO1	3			2	2			
	CO2	3	3	2	3	2			
	CO3	3	3	2	3	3			
	CO4	2	3	2	3	2			
	CO5	3	2	2	3	3			
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval				Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E08

RETAIL MANAGEMENT

UNIT- I INTRODUCTION

6 hours

An overview of Global Retailing – Challenges and opportunities – Functions - Need and Scope of retail trends in India – Socio economic and technological influences on retail management – Government of India policy implications on retails.

UNIT- II RETAIL FORMATS

6 hours

Organized and unorganized formats – Category Killers - Delivering value through retail formats - Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – Electronic retailers or e-tailors. MNCs’ role in organized retail formats.

UNIT -III RETAILING DECISIONS

6 hours

Choice of retail locations - Internal and external atmospherics – Positioning of retail shops – Building retail store image - Retail service quality management – Retail supply chain management – Retail pricing decisions, Every Day Low Price [EDLP] - International retailing motives - Merchandising and category.

UNIT- IV CURRENT TRENDS IN RETAIL MARKETING

6 hours

Space Management – Retail inventory management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail management information systems - Online retail –Asker’s Approach, Keller’s Approach - E- Retailing

UNIT -V CHALLENGES IN RETAILING

6 hours

Complaints Management - Retail sales force management – Challenges in retailing in India, Consumerism and ethics in Retailing.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Moorthy Y L R *Brand Management*, the Indian Context, 2nd Edition ISBN 9788125907398 Vikas Publications, 2009.
2. Gilbert, *Retail Marketing Management*, 2nd Edition ISBN 978027365514 Pearson Education, 2009.
3. Levy and Weitz, *Retail Management*, latest edition ISBN 0073530026, Tata McGraw hill, 2009.
4. Michael Levy, Barton Weitz, *Retail Management*, McGraw Hill. latest edition ISBN 9780071215132
5. Chetan Bajaj, Rajnish Arya, Nidhi Varma Srivatava, *Retail Management*: Oxford Publishing. India. 2nd Edition ISBN 978-0198061151



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MBA22GE09

SALES AND DISTRIBUTION MANAGEMENT

MBA22GE09	CONTROL SYSTEMS			C	L	T	P
	Total Contact Hours - 30			3	3	0	0
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. To know the functions of sales management and its planning activities; 2. To learn the sales forecast techniques and 3. To help in developing a sound sales and distribution policy and organizing, managing the sales force. 							
COURSE OUTCOMES (Cos)							
CO1	Understand and learn to improve the cognitive skills to perform the basic functions of sales management.						
CO2	Commitment to an effective sales manager to forecast sales and to frame suitable sales organization structure.						
CO3	Capacity to manage the sales force of an organization.						
CO4	Capable of channel classification and analyzing the cost to identify the suitable channel.						
CO5	Performing the evaluation of channel performance.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	1		
	CO2	3	3	3	1	2
	CO3	2	3	3		3
	CO4	2	3	3		2
	CO5	2	3	2	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MBA22GE09

SALES AND DISTRIBUTION MANAGEMENT

UNIT- I SALES MANAGEMENT AND PLANNING

6 hours

Sales Management – Functions – Sales Objectives – Salesmanship – Duties and Responsibilities of Sales Manager – Sales Management Skills – Characteristics of Sales People – Sales Management Information Systems – Sales Planning – Personal Selling – Selling Process – Sales Negotiation – Types of Selling.

UNIT II SALES FORECASTING AND ORGANIZATION

6 hours

Sales Forecasting – Basic Rules – Methods; Sales Budget – Methods – Sales Budget Process – Sales Force Organization – Structure – Fixation of Sales Force Size – Methods of Fixation; Sales territory – Designing Sales territory – Evaluation; Sales Quotas – Types – Sales Promotion Techniques.

UNIT – III RECRUITMENT, TRAINING AND CONTROL OF SALES FORCE

6 hours

Recruitment and Selection of Sales Force – Process – Sales Training – Sales Force Motivation - Sales Force Compensation – Controlling of Sales Force – Sales Audit – Sales Analysis – Sales Performance Evaluation.

UNIT – IV DISTRIBUTION

6 hours

Definition – Need for Distribution Channel – Role of Distribution in Marketing –Distribution channel component - Conditions influencing channel structure - Channel Classification – Vertical, Horizontal, Multi-channel marketing system - Distribution Intensity – Selection of Right Channel.

UNIT V CHANNEL INTERMEDIARIES RETAILING AND CHANNEL DESIGN

6 hours

Channel intermediaries – Role – Wholesaling – Functions – Classifications – Trends – Future of Wholesalers in India. Retailing – Types of Retailers – Role of Retailers – Retail Strategies – Performance Measures – Aspects of Store Design.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Bholanath Dutta (2011). *Fundamentals of Sales and Distribution Management: Text and Cases*. I K International Publishing House.
2. Panda Tapan K. (2012). *Sales and Distribution Management*, 2e. OUP
3. Havaldar Krishna K. (2016). *Sales and Distribution Management - Text and cases*, New Delhi: Tata McGraw-Hill Education.
4. Johnston Mark W. and Greg, W. Marshall (2006). *Sales Force Management*, New Delhi: Tata McGraw Hill.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E10 INTEGRATED MARKETING COMMUNICATIONS

MMBA22E10	CONTROL SYSTEMS			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30			3	3	0	0	T
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							

OBJECTIVES

1. To introduces the essential concepts of marketing communication
2. To enable them to apply techniques of marketing communication
3. To train them on designing an effective Integrated Marketing Communication programme and use of technology.

COURSE OUTCOMES (COs)

CO1	Choosing proper ratio of integrated marketing communication and using ad agency for IMC;
CO2	Developing and designing an effective ad model by understanding the process of communication;
CO3	Fitting MARCOM objectives and making suitable budget provision;
CO4	Capable of developing marketing communications tools and
CO5	Use of electronic media for marketing communication and adhering to ethics and law.

Mapping of Course Outcomes with Program outcomes (Pos)

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	2		2	
	CO2	3	3	2		2	
	CO3	3	3	3		2	
	CO4	3	3	2		2	
	CO5	2	2	2	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E10

INTEGRATED MARKETING COMMUNICATIONS

UNIT-I INTRODUCTION

6 hours

An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in marketing process, One voice communication V/s IMC. Introduction to IMC tools – Advertising, Sales promotion, Publicity, Public relations and Event sponsorship - Role of advertising agencies.

UNIT-II UNDERSTANDING COMMUNICATION PROCESS

6 hours

Understanding communication process: Source, Message and channel factors. Communication response hierarchy – AIDA model, Hierarchy of effect model, Innovation adoption model, Information processing model, Standard learning hierarchy, Attribution hierarchy.

UNIT-III PLANNING MARKETING COMMUNICATION

6 hours

Establishing MARCOM Objectives and Budgeting for Promotional Programmes – Setting communication objectives, Sales as MARCOM objective, DAGMAR approach for setting ad objectives.

UNIT-IV DEVELOPING IMC PROGRAMME

6 hours

Planning and development of creative MARCOM, Creative strategies in advertising, Sales promotion, Publicity, Event sponsorships etc. Creative strategy in implementation and evaluation of MARCOM. Media planning and selection decisions - Steps involved and information needed for media planning.

UNIT-V DIGITAL MEDIA and ADVERTISING

6 hours

Digital Media, Evolution of Technology, Convergence of Digital Media, E-Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR advertising Laws and Ethics: Advertising and Law, Advertising and Ethics.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Advertising and Promotion-An Integrated Marketing Communications Perspective, George Belch, Michael Belch and Keyoor Purani, TATA McGraw Hill 8th edition.
2. Wells, Moriarty and Burnett, Advertising, Principles and Practice, Pearson Education, 7th Edition, 2007. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing Communication, Prentice Hall of India, New Delhi, 3rd Edition, 2006.
3. Terence A. Shimp and J. Craig Andrews, Advertising Promotion and other aspects of Integrated Marketing Communications, CENGAGE Learning, 9th edition, 2016.
4. S. H. H. Kazmi and Satish K Batra, Advertising and Sales Promotion, Excel Books, New Delhi, 3rd Revised edition, 2008.

FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E11

RURAL MARKETING

MMBA22E11	CONTROL SYSTEMS		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. To familiarize the students with the basic concepts of Rural Marketing, the nature of the rural consumers; 2. To familiarize with the special problems related to sales in rural markets; 3. To familiarize the emerging perspectives of rural marketing; 4. To evaluate pricing and distribution strategies for rural consumers and 5. To understand the opportunity and challenges in rural Marketing. 							
COURSE OUTCOMES (COs)							
CO1	Understand the importance of rural market and identifying the differing factors in rural market.						
CO2	Segmenting rural market and framing marketing strategies accordingly.						
CO3	Deciding on various means to attract rural market.						
CO4	Fixing the price and suitable promotional tools to meet the rural market						
CO5	Challenges and opportunities in Indian rural market.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	1		2
	CO2	3	3	2		3
	CO3	3	3	2		3
	CO4	3	3	3		3
	CO5	2	3	3		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E11

RURAL MARKETING

UNIT - I – INTRODUCTION

6 hours

Rural economy – Rural-Urban disparities - Policy interventions required – Rural face to reforms – Development exercises in the last few decades - Concept – Scope of Indian rural market - Rural market demands - Rural structure: Demographic, Physical and Economic environment.

UNIT- II –RURAL CONSUMER

6 hours

Rural marketing concept and Scope - Rural community in India - Profile of rural markets - Segmenting the rural market - Target and positioning - Rural consumer behavior - Rural buyer characteristics - Consumer buying decision process - Rural marketing information – Potential and size of rural market.

UNIT- III – MARKETING MIX IN RURAL MARKET

6 hours

Selection of markets – Product strategy – Product mix decisions – Competitive product strategies for rural markets - Objectives - Policy and strategy – Promotion - Advertising - Sales promotion – Communication in rural marketing– Regulated market and public distribution system.

UNIT-IV– PRICING STRATEGY IN RURAL MARKETS

6 hours

Significance of innovation in rural markets - Emergence of organized retailing in Rural India - Pricing strategy – Innovative pricing methods for rural markets – Promotion strategy – Appropriate media – Designing right promotion mix – Promotional campaigns.

UNIT-V DISTRIBUTION IN RURAL MARKETING

6 hours

Distribution – Logistics Management – Problems encountered – Selection of appropriate channels – New approaches to reach out to rural markets – Electronic couple applications - Changing role of rural sector in India – Future of rural marketing for discussion only.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Balaram Dogra and Karminder Ghuman, RURAL MARKETING: CONCEPT and CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh and S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
3. CSG Krishnamacharya and Laitha Ramakrishna, – RURAL MARKETING, Pearson Education Asia. 2009.
4. Philip Kotler, MARKETING MANAGEMENT, Prentice – Hall India Ltd. New Delhi.
5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.

FACULTY OF MANAGEMENT STUDIES
 MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E11

RURAL MARKETING

MMBA22E11	CONTROL SYSTEMS		C	L	T/SLr	P/R	T/L/ ETP
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	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
6. To familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer. 7. To familiarize with the special problems related to sales in rural markets. 8. To familiarize the emerging perspectives of rural marketing. 9. To evaluate pricing and distribution strategies for rural consumers 10. To understand the opportunity and challenges in rural Marketing.							
COURSE OUTCOMES (COs)							
CO1	Understand the importance of rural market.						
CO2	Discuss rural market challenges and opportunities in a dynamic market.						
CO3	Elaborate and interpret rural marketing evolution and structure.						
CO4	Utilize the understanding on peculiarities of rural markets, channels and competition in marketing						
CO5	Assess and interpret the relevance of pricing and distribution strategies.						

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	1	2	3	
	CO2	3	3	2	3	3	
	CO3	2	3	2	3	3	
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	CO5	2	3	3	3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

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6 hours

Selection of markets – Product strategy – Product mix decisions – Competitive product strategies for rural markets – Pricing strategy - Objectives - Policy and strategy – Promotion - Advertising - Sales promotion – Communication in Rural marketing – Channels of distribution – Regulated market and public distribution system.

UNIT-IV– PRICING STRATEGY IN RURAL MARKETS

6 hours

Significance of innovation in rural markets - Intervention of IT in Rural Markets - Importance and Initiatives - Emergence of organized retailing in Rural India - Pricing strategy – Innovative pricing methods for rural markets – Promotion strategy – Appropriate media – Designing right promotion mix – Promotional campaigns.

UNIT-V DISTRIBUTION IN RURAL MARKETING

6 hours

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TOTAL NO. OF PERIODS: 30 HOURS

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2. A.K. Singh and S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
3. CSG KrishnamacharyaandLaitha Ramakrishna, – RURAL MARKETING, Pearson Education Asia. 2009
4. Philip Kotler, MARKETING MANAGEMENT, Prentice – Hall India Ltd. New Delhi
5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.