

**SYLLABI AND SCHEME OF
EXAMINATIONS
FOR
DISCIPLINE SPECIFIC COURSES OF
B.A. MULTIDISCIPLINARY PROGRAM
(MARKETING)**

**(Based on Curriculum and Credit Framework and formative assessment guidelines
for UG Programs under NEP 2020)**



**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

**To be applicable on the students w.e.f. session 2024-25 (3rd Semester onwards) and on the
students w.e.f. session 2025-26 (1st semester onwards)**

Credit Structure for Undergraduate Programmes (Multidisciplinary with Hons. in One Major Discipline)

Semester	Discipline-Specific Courses (DSC) / Major courses	Minor(MIC)/ Vocational (VOC)/ Skill Enhancement Courses (SEC)/ Internship	Multidisciplinary courses(MDC)	Ability Enhancement courses(AEC)	Research project/ Dissertation	Value-Added Courses (VAC)	Total Credits
I	DSC - A1 @ 4 credits	MIC1 @ 4 credits	MDC1 @ 3 credits	AEC1 @ 2 credits	-----	-----	24
	DSC - B1 @ 4 credits	SEC1@ 3 credits**					
	DSC - C1 @ 4 credits						
II	DSC - A2 @ 4 credits	SEC2 @ 3 credits**	MDC2 @ 3 credits	AEC2 @ 2 credits	-----	VAC1 @ 2 credits VAC2 @ 2 credits	24
	DSC - B2 @ 4 credits						
	DSC - C2 @ 4 credits						
Students exiting the programme after second semester and securing 52 credits including 4 credits of summer internship will be awarded UG Certificate in the relevant Discipline/ Subject							
III	DSC – A3 @ 4 credits	MIC2 @ 4 credits	MDC3 @ 3 credits	AEC3 @ 2 credits		-----	24
	DSC – B3 @ 4 credits	SEC3@ 3 credits**					
	DSC – C3 @ 4 credits						
IV	DSC – A4 @ 4 credits	MIC3(VOC)@ 4 credits	-----	AEC4 @ 2 credits	-----	VAC3 @ 2 credits	20
	DSC – B4 @ 4 credits						
	DSC – C4 @ 4 credits						
Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant Discipline/Subject							
V	DSC – A5 @ 4 credits	MIC4(VOC)@ 4 credits	-----	-----	-----	-----	20
	DSC – B5 @ 4 credits	Internship @ 4 credits#					
	DSC – C5 @ 4 credits						
VI	DSC – A6 @ 4 credits	MIC5 @ 4 credits	-----	-----	-----	-----	20
	DSC – B6 @ 4 credits	MIC6(VOC)@ 4 credits					
	DSC – C6 @ 4 credits						
Students will be awarded 3-year UG Degree in the relevant Discipline/Subject upon securing 132 credits.							
VII*	DSC – H1 @ 4 credits	SEC4 @ 4 credits	-----	-----	-----	-----	24
	DSC – H2 @ 4 credits	OR					
	DSC – H3 @ 4 credits	MIC7 (VOC) @ 4 credits					
	DSC – H4 @ 4 credits	OR					
	DSC – H5 @ 4 credits	Internship @ 4 credits					
VIII* (4yr UG Hon.)	DSC – H6 @ 4 credits	SEC5 @ 4 credits	-----	-----	-----	-----	24
	DSC – H7 @ 4 credits	OR					
	DSC – H8 @ 4 credits	MIC8 (VOC) @ 4 credits					
	DSC – H9 @ 4 credits	OR					
	DSC – H10 @ 4 credits	Internship @ 4 credits					
VIII* (4yr UG Hon. with Research)	DSC – H6@ 4 credits	SEC5 @ 4 credits	-----	-----	Research project/ Dissertation@ 12 credits	-----	24
	DSC – H7@ 4 credits	OR				TOTAL CREDITS	180
	-----	MIC8 (VOC) @ 4 credits					
	-----	OR Internship @ 4 credits					

* Student should select one major discipline (Out of A, B, or C studied during first three years of UG Programmes) in which he/she wishes to pursue Honors. This framework is subject to modification as per UGC guidelines at the University level. The universities may decide to offer the Honors degree Programmes subject to the fulfillment of credit point table

B.A. Multidisciplinary Program(s) Marketing

** SEC for imparting practical skills related to Major (A, B and C)/minor.

#Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option.

Semester I														
Discipline Specific Courses/ Major Course			Credits Distribution			Total Credits	Workload			Total Workload	Marks			
	Nomenclature of Course	Course Code	L	T	P		L	T	P		Theory		Practical	Total Marks
											Internal	External		
DSC @ 4 credits	Fundamentals of Marketing	24MKT401DS01	3	1	0	4	4	0	0	4	30	70	0	100
Semester II														
DSC @ 4 credits	Industrial Marketing	24MKT402DS01	3	1	0	4	4	0	0	4	30	70	0	100
Semester III														
DSC @ 4 credits	Rural Marketing	25MKT403DS01	3	1	0	4	4	0	0	4	30	70	0	100
Semester IV														
DSC @ 4 credits	International Marketing	25MKT404DS01	3	1	0	4	4	0	0	4	30	70	0	100
Semester V														
DSC @ 4 credits	Principals of Advertising management	26MKT405DS01	3	1	0	4	4	0	0	4	30	70	0	100
Semester VI														
DSC @ 4 credits	Agricultural Marketing	26MKT406DS01	3	1	0	4	4	0	0	4	30	70	0	100
Semester VII														
DSC @ 4 credits	Digital Marketing	27MKT407DS01	3	1	0	4	4	0	0	4	30	70	0	100
DSC @ 4 credits	Consumer Behaviour	27MKT407DS02	3	1	0	4	4	0	0	4	30	70	0	100
DSC @ 4 credits	Marketing Research	27MKT407DS03	3	1	0	4	4	0	0	4	30	70	0	100
DSC @ 4 credits	Product and Brand Management	27MKT407DS04	3	1	0	4	4	0	0	4	30	70	0	100
DSC @ 4 credits	Customer Relationship	27MKT407DS05	3	1	0	4	4	0	0	4	30	70	0	100

	Management													
Semester VIII														
DSC @ 4 credits	Retail Management	27MKT408DS01	3	1	0	4	4	0	0	4	30	70	0	100
DSC @ 4 credits	Services Marketing	27MKT408DS02	3	1	0	4	4	0	0	4	30	70	0	100
DSC @ 4 credits	Social Media Marketing Management	27MKT408DS03	3	1	0	4	4	0	0	4	30	70	0	100
DSC @ 4 credits	Sales and Distribution Management	27MKT408DS04	3	1	0	4	4	0	0	4	30	70	0	100
DSC @ 4 credits	Integrated Marketing Communication	27MKT408DS05	3	1	0	4	4	0	0	4	30	70	0	100

L: Lecture; T: Tutorial; P: Practical

Note:

The Syllabi and Scheme of Examinations (SOE) for Discipline Specific Courses/Major Courses for UG Semester 7 and Semester 8 will be same as applicable for Syllabi and S.O.E. for Post Graduate semester 1 and semester 2 respectively.

SEMESTER-I

Fundamentals of Marketing
Course Code: 24MKT401DS01

L-T-P

3-1-0

Hours

External Marks: 70

Sessional Marks: 30

Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

- CO1: understand the marketing concepts and its evolution
- CO2: analyze the market based on segmentation, targeting and positioning
- CO3: know the consumer behavior and their decision-making process
- CO4: make decisions on product, price, promotion mix and distribution
- CO5: understand the rural markets and the contemporary issues in marketing

UNIT -I

Introduction to marketing: Nature, scope, core concepts, tasks of marketing management, and corporate orientation towards marketplace; marketing environment; marketing research and information system; developing marketing strategy and plan; ethical issues in marketing.

UNIT -II

Understanding consumer and business markets: Consumer buying decision process in consumer and business markets; building customer value, satisfaction and loyalty; managing customer relations; Market segmentation, targeting and positioning approaches to deal with market competition; tools of product differentiation.

UNIT -III

Product and pricing decisions: Product life cycle, product mix and product line decisions, new product development process; branding, packaging and labelling decisions; pricing objectives, determinants of price, pricing methods and strategies.

UNIT -IV

Promotion and distribution decisions: Promotion mix - Advertising and sales promotion; public relations; personal selling; Channels of distribution: functions of intermediaries, channel design decisions, Contemporary marketing trends and issues: Globalization, consumerism, green marketing, and digital marketing.

Recommended Readings:

1. Kotler Philip and Keller; Marketing Management, Pearson Education, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowtz and Rudelius, Marketing, TMH, New Delhi

4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi
6. Capon, Noel and Singh Siddharth; Managing Marketing-An Applied Approach, Wiley Publications, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-II

Industrial Marketing

Course Code: 24MKT402DS01

External Marks: 70

Sessional Marks: 30

L-T-P

3-1-0

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: compare the differences and similarities between challenges faced in Consumer Marketing and industrial marketing.

CO2: recommend appropriate Segmentation, Targeting and positioning strategy for an industrial brand.

CO3: forecast demand and develop the Marketing Plan for an industrial product.

CO4: apply buying behavior concepts to design industrial products & services, set prices and distribution and logistics strategies to achieve the Marketing Objective.

CO5: design Marketing Mix for industrial services to achieve planned marketing objective

UNIT-I

Industrial Marketing: concept, nature and scope of industrial marketing; Difference between industrial and consumer marketing; Understanding industrial markets and environment: Types of industrial customers, Classification of industrial products.

UNIT-II

Organisational Buying and Buyer behaviour: Buyer motives, Phases in industrial buying decision process, Types of buying situations, Interpersonal Dynamics of industrial buying behaviour, Buyer-Seller relationship, Models of industrial buying behaviour.

UNIT-III

Product Strategy: Meaning and Concept of an industrial product, Determinants of product mix, Industrial Product Life Cycle and strategies, new product development process; Marketing strategies for product related services and pure services.

UNIT-IV

Industrial distribution channels and marketing logistics: Distinctive nature of industrial distribution channels, Factors affecting the nature of industrial channels, Role of intermediaries, Types of industrial intermediaries, Channel design decisions, Role of logistics and customer services in industrial marketing, Major components/Major decision areas of logistics.

Recommended Readings:

1. Reeder, Robert R. Industrial Marketing: Analysis, Planning and Control. Englewood Cliffs. New Jersey, Prentice Hall Inc.
2. Havalder, Krishna K., Industrial Marketing, TMH, New Delhi
3. Brennan, R, Canning, L & McDowell, R, Business to Business Marketing, Sage Publications Ltd.,
4. Hill, Richard, etc. Industrial Marketing, Homewood Illinois, Richard D. Irwin.
5. Webster, F E. Industrial Marketing Strategy, New York, John Wiley.
6. Ghosh, P.K, Industrial Marketing, Oxford University Press.
7. Mukerjee, Industrial marketing, Excel Books India

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-III

Rural Marketing

Course Code: 25MKT403DS01

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1 To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- CO2 To familiarize with the special problems related to sales in rural markets.
- CO3 To help understand the working of rural marketing institutions.

Unit- I

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The development exercises in the last few decades.

Unit- II

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

Unit - III

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

Unit - IV

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - new approaches to reach out rural markets – Electronic choupal applications.

Recommended Readings:

1. Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi.
2. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publishers.
3. CSG Krishnamacharylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia.
4. Philip Kotler, Marketing Management, Prentice - Hall India Ltd. New Delhi.

5. Agarwal A.N, Indian Economy, Vikas Publication, New Delhi.
6. Ruddar Dutt Sundaram, Indian Economy, Tata McGraw Hill. Publishers, New Delhi

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-IV
International Marketing
Course Code: 25MKT404DS01

L-T-P
3-1-0
Hours

External Marks: 70
Sessional Marks: 30
Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

- CO1: To recognize the Concept and scope of international marketing.
- CO2: To give basic knowledge of Dynamic Environment of International marketing, International STP.
- CO3: To identify with the International Product, pricing, place and promotional strategies.
- CO4: To recognize International Market channels & Documentation required in international marketing
- CO5: To give the basic knowledge on the international institutional infrastructure and documentation.

Unit I

Introduction The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of international marketing – The dynamic environment of international marketing, international segmentation, Targeting & Positioning.

Unit II

International Product & Pricing Policy Global Product – Product standardization and Adoption – Global Brands, Trademarks, Packaging and Labelling – International marketing of services – Global pricing, Export pricing, Global Pricing strategies for international markets.

Unit III

International Marketing Channel Policy Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in international marketing – Future prospects in international marketing.

Unit IV

International Promotional Policy International Promotion – Concept, Strategies: - International advertising, International Sales Promotion, Sales force and Their management – Other forms of promotion for global markets.

Recommended Readings:

1. Varshney & Bhattacharya: International marketing management, Sultan Chand & Sons.
2. P.K. Vasudeva, 'International Marketing' Excel books.
3. R. Srinivasan, 'International Marketing' Prentice Hall India.
4. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, Prentice Hall.
5. Cateora, John Graham, 'International Marketing', Irvine – Sage Publications.
6. Michal R. Czinkota, Ilkka A. Ronkainen, 'Best Practices in International Marketing', Harcourt college Publishers
7. Vern Terpstra, Ravi sarathy, 'International Marketing', Harcourt college publishers.
8. Rathor, Jani Rathor, 'International Marketing', Himalaya publishing House.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-V

Principals of Advertising Management

Course Code: 26MKT405DS01

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1 Understand the basic concepts of creativity in advertising.
- CO2 Analyse the Rational and Emotional appeals while creating advertisements.
- CO3 Explain the various aspects related to campaign planning.
- CO4 Discuss the various factors determining budgets in advertising,

UNIT I

Introduction to Advertising: Concept, definitions, and process of advertising, Need and scope of advertising,

Growth and development of advertising in India, Careers in advertising

UNIT II

Media Planning: Classification of advertisement, Advertising campaign, Ad appeals, and types of ad appeals. Concept and process of media planning.

UNIT III

Advertising Agency: Structure and functioning of ad agency, Process of preparing print advertisements, Process of preparing radio and television, advertisements Introduction to outdoor advertising.

UNIT IV

Advertising and Market: Media marketing space and time selling, Market survey – audience, product, and media profile Television Ratings Points (TRP) Methodology and process of ratings. Ad Copy: Components of advertising copy, Preparation of Clipping File of different advertisements.

Recommended Readings:

1. Essentials of Modern Marketing-Kotler-i & Mukherjee
2. Advertising Management – Chunawala
3. Advertising Management – Sontaki & Sontaki

4. Advertising Theory & Practice – Batra, Aker, and Myres

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-VI

Agricultural Marketing Management

Course Code: 26MKT406DS01

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: understand the types of markets and marketing.

CO2: understand grading and standardization of agricultural products.

CO3: understand and apply the knowledge about agricultural marketing in promotion and distribution of agricultural products.

CO4: understand and evaluate the knowledge of students in agricultural marketing, role of credit agencies in India.

UNIT - I

Agricultural marketing, agricultural marketing and economic development. Agricultural market structure, components and dynamics of market structure. Marketing strategy, formulation of marketing strategy. Agribusiness marketing environment, design of marketing mix, market segmentation and targeting. Determinants of consumer's behavior.

UNIT - II

Product management, product management process and decisions. New product development-significance and classification of new product. Stages and estimation of demand of new product, product life cycle. Pricing policies and practices for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

UNIT - III

Logistics- concepts, factors affecting logistics, objectives of logistics management, activities of logistics function order, processing, packaging, transport management inventory, warehousing etc.

UNIT - IV

Promotional management, advertising, planning and execution. Sales promotion, grading and standardization. Distribution management- storage and warehousing, transportation. Management for agricultural products.

Marketing agencies/intermediaries, roles and functions of marketing agencies.

Recommended Readings:

1. Kotler, P and Keller, Marketing Management, Pearson Education.
2. Acharya, S. S. and Agarwal, N.L. 2004. Agricultural Marketing in India. 4th Ed. Oxford and IBH.
3. Kohls, R. L and Uhl, J. N. 2005. Marketing of Agricultural Products. 9th Ed. Prentice Hall.
4. Krishnamacharyulu, C and Ramakrishan, L. 2002. Rural Marketing. Pearson Edu.
5. Ramaswamy, V. S and Nanakumari, S. 2002. Marketing Management. 2nd Ed. Mac Millan India.
6. Beri, G.C. Marketing Management, Tata McGraw Hill Publishing Company Ltd, New Delhi.
7. Saxena, R. 2002. Marketing Management. McGraw Hill.
8. Christopher, M. L. Logistics and Supply Chain management.
9. Gupta, S. L. 1999. Marketing Management

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

SEMESTER-VII
Digital Marketing
Course Code: 27MKT407DS01

L-T-P

3-1-0

Hours

External Marks: 70

Sessional Marks: 30

Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

- CO1: Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy.
- CO2: Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media.
- CO3: Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan.
- CO4: Learn how to measure digital marketing efforts and calculate ROI.
- CO5: Explore the latest digital ad technologies.

UNIT-I

Introduction to Digital Marketing: Digital Marketing, Internet Users, Digital Marketing Strategy, Digital Advertising Market in India, Skills required in Digital Marketing, Digital Marketing Plan. Display Advertising: Concept of Display Advertising, Types of Display Ads, Buying Models, Display Plan, Targeting, What Makes a Good Ad?, Programmatic Digital Advertising, Analytical Tools, YouTube Advertising.

UNIT-II

Search Engine Advertising: benefits of paid Search Advertising, understanding Ad Placement, understanding Ad Ranks, Creating the First Ad Campaign, Enhance Your Ad Campaign, Performance Reports. Social Media Marketing: How to build a Successful Strategy. Facebook Marketing: Facebook for Business, Anatomy of an Ad Campaign, Adverts, Facebook Insights, Other Marketing Tools, Other Essentials.

UNIT-III

LinkedIn Marketing: Why it is Important to have LinkedIn Presence, LinkedIn Strategy, Sales Leads Generation Using LinkedIn, Content Strategy, LinkedIn Analytics, Targeting, Ad Campaign. Twitter Marketing: Getting Started with Twitter, How is Twitter Different?, Building a Content Strategy,

Twitter Usage, Twitter Ads, Twitter Analytics, Twitter tools and tips for Marketers. Instagram and Snapchat: Instagram-Content Strategy, Sponsored Ads, Snapchat, Digital Public Relations.

UNIT-IV

Mobile Marketing: Mobile Usage, Mobile Advertising, Mobile Marketing Toolkit, Mobile Marketing Features, Addressing the diversity in India through Mobile, Campaign Development Process, Tracking of Mobile Campaigns. Types of Tracking Codes, Mobile Analytics, Universal Analytics, Competitive Intelligence.

Recommended Readings:

1. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education
2. Seema Gupta, "Digital Marketing", McGraw Hill Education, New Delhi.
3. Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital", Wiley
4. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies,
5. Jason, McDonald. Social Media Marketing Workbook: 2018 Edition - How to Use Social Media for Business
6. Miller, the Ultimate Web Marketing Guide, Pearson Education.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Consumer Behaviour

Paper Code: 27MKT407DS02

L-T-P
3-1-0
Hours

External Marks: 70
Sessional Marks: 30
Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

- CO1: Development in interpersonal skills pertaining to consumers
- CO2: Ability to analyze the personal, social, psychological information of consumer
- CO3: Ability to plan more accurately in customer centric problems

Unit-I

Scope and aspects of consumer behaviour; consumer needs and buying motives; buying decision process; life style, psycho-graphic, usage and benefit segmentation of consumer classes; models of consumer behaviour.

Unit-II

Influence of culture, sub-cultures and social groups on consumer behaviour; consumer perception and attitude; influence of personality and self-concept on buying behaviour; influence of reference groups.

Unit-III

Consumer motivation and involvement; processing of consumer information; consumer learning and memory; family purchase decision process.

Unit-IV

Post-purchase behaviour; industrial buying behaviour; basic process of consumer behaviour research; measuring consumer satisfaction; consumer behaviour audit; on-line consumer behaviour.

Suggested Readings:

1. Engle, J. F., Consumer Behaviour, Dryden Press, Chicago.
2. Howard, J. A., Consumer Behaviour in Marketing, Engle Wood cliffs, New Jersey.
3. Mowen, Joohan, C., Consumer Behaviour, MacMillan, New York.
4. Schiffman, L.G. and L.L. Kanuk, Consumer Behaviour, Prentice Hall, New Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Marketing Research

Course Code: 27MKT407DS03

L-T-P
3-1-0
Hours

External Marks: 70
Sessional Marks: 30
Time Allowed: 3

Course Outcomes

After completing the course students would be able to:

- CO1: explain the meaning & role of Marketing Research
- CO2: formulate the hypotheses using exploratory research techniques like literature survey, experience survey & analysis of cases.
- CO3: design questionnaires & observation forms for different marketing research situations
- CO4: explain the Scaling techniques.
- CO5: explain the experimentation in Marketing Research and interpretation of data.

UNIT-I

Introduction to Marketing Research: Importance, Nature and Scope of Marketing Research, Types of Marketing Research; Introduction to Marketing Research Industry; Marketing Intelligence: Marketing Information Systems, Decision Support Systems

UNIT-II

Marketing Research Process: Problem Identification and Definition; Research Designs; Exploratory: Qualitative Research; Descriptive: Survey and Observation; Data Collection: Primary and Secondary Data; Questionnaire Design.

UNIT-III

Attitude Measurement and Scaling Techniques - Introduction to Measurement Scales, Sampling Plan: Universe, Sample Frame and Sampling unit, Sampling Techniques, Sampling and Non-sampling errors, Sample size determination.

UNIT-IV

Data Analysis: Univariate, Bivariate and Multivariate Data Analysis; Report Writing; Market Research Applications: Product Research, Advertising Research, Sales and Market Research; International Marketing Research.

Recommended Readings:

1. Malhotra N., K. & Dash S., Marketing Research: An Applied Orientation, Pearson.
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage Learning
3. Donald S. Tull & Del I. Hawkins, Marketing Research: Measurement and Method, Prentice Hall.
4. Boyd. H.W. , Westfall, R., & Starsh, S.F., Marketing Research: Text and Cases, Richard D. Irwin, Boston
5. Chisnall, P. M., The Essence of Marketing Research, Prentice Hall, New Delhi.
6. Churchill, Gilbert A., Basic Marketing Research, Dryden Press, Boston.
7. Beri, G., Marketing Research, Tata McGraw Hill, New Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Product and Brand Management

Course Code: 27MKT407DS04

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: understand applications of new product management, planning and policy techniques, essentials of branding and approaches to effective branding strategy.

CO2: understand the important issues in planning and evaluating product and brand strategies.

CO3: understand contemporary issues in product and branding development and sustainability.

UNIT-I

Branding terminology, basic branding concepts- brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity, major branding decisions: selecting a brand name, brand extension decision, family versus individual brand names, multiple branding, private versus national branding, importance of branding.

UNIT II

Branding challenges and opportunities, concept of brand equity, sources and benefits of brand equity, customer based Brand equity, designing marketing programme to build brand equity, measurement of brand equity, Strategic brand management process, concept of Brand positioning and repositioning, Identifying and establishing brand positioning and values.

UNIT III

Planning and implementing brand marketing programmes, designing marketing programs, measuring and interpreting brand performance, Legal aspects of Branding, Copyright, Trademarks and IPR, designing and implementing branding strategies; Brand building and communication, E-Branding, handling brand name changes.

UNIT IV

New products and brand extension, evaluating brand extension opportunities, reinforcing brands, revitalising brands, managing brands over geographic boundaries and market segments, rationale for going international, global marketing programs- advantage and disadvantage, standardization versus customization, global brand strategy. Branding in rural marketing, branding in specific sectors: - retail, industrial and service brands.

Recommended Readings:

1. Kevin lane Keller, Strategic Brand Management, Pearson Education.
2. David A Aaker, Managing Brand Equity, New York, Free Press.
3. Don Cowley, understanding brands, Kogan page
4. J.N. Kapferer, Strategic Brand Management, Free Press.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Customer Relationship Management

Course Code: 27MKT407DS05

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.

CO2: implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.

UNIT-I

Introduction – Origin, evolution and concept of CRM, strategic importance of CRM, goals of CRM, types of CRM, CRM Architecture

UNIT-II

Operational CRM – Sales force automation: lead management, contact management, field force automation; enterprise marketing automation: market segmentation, campaign management, customer service and support, contact and call center operations

UNIT-III

Analytical CRM – Managing and sharing customer data: customer information database, ethics and legalities of data use, data warehousing and data mining; types of data analysis – online analytical processing, click stream analysis, collaborative filtering, CRM and business intelligence collaborative CRM

UNIT-IV

CRM Implementation – Establishing CRM performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management, employee engagement in CRM project, CRM budget, key account management, evaluating CRM return on investment

Recommended Readings:

1. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK.
2. Payne, Adrian, Handbook of CRM – Achieving Excellence in Customer Management, Butterworth – Heinemann, Oxford, UK.
3. Dyche, Jill, The CRM Handbook – A Business Guide to Customer Relationship Management, Pearson Education, New Delhi.
4. Knox, Simon, Stan Maklan, Adrian Payne, Joe Peppard and Lynette Ryal, Customer Relationship Management, Butterworth – Heinemann, Oxford, UK.
5. Greenlers, Paul, CRM at the Speed of Light, Tata McGraw Hill Publishing Ltd., New Delhi.
6. Anderson, Kristen, and Carol J Kerr, Customer Relationship Management, Tata McGraw Hill

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Retail Management

Course Code: 27MKT408DS01

L-T-P
3-1-0
Hours

External Marks: 70
Sessional Marks: 30
Time Allowed: 3

Course Outcomes

At the end of the course students will be able to:

- CO1: understand the concepts of effective retailing
- CO2: know the recent trends in retailing in India
- CO3: understand various retail formats and will understand the retail customers

UNIT-I

Introduction to Retail- Evolution of Retail, Organised vs. Unorganised retailing, Retail Mix, theories of retail development, Types of Retailers; Careers in Retailing; understanding Consumers.

UNIT-II

Retail Locations- Planned and Unplanned, Retail Site Location- Site Characteristics, Trade Area Characteristics, Location and Site Evaluation; Store Layout and Design; Space Management; Visual Merchandising; Atmospherics.

UNIT-III

Managing Merchandise - Merchandise Planning, Process, Forecasting Sales, Developing Assortment Plans, National Brands and Private Labels; Retail Pricing- Setting Retail Prices, Price Adjustments, Pricing Strategies; Retail Communication Mix.

UNIT-IV

Information and Supply Chain Management: - Information Flows, Logistics, Distribution Centre. Contemporary issues in Retail- Significance of retail as an industry, Retail scenario at International and National Level, Technology in Retailing, Multi-channel Retailing, E-Retailing: Future of e-retailing, Challenges for traditional retail and e-retail, FDI in Retail.

Recommended Readings:

1. Pradhan, S., Retailing Management Text and Cases, McGraw Hill Education, New Delhi
2. Berman, Barry and Evans, Joel, R., Retail Management; A Strategic Approach; Pearson Education.

3. Levy, Micheal, Weitz, Barton, A. & Pandit, Ajay, Retailing Management, Tata McGraw Hill, New Delhi
4. Gibson G. Vedamani, Retail Management, Pearson Education.
5. Newman, Andrew, J. and Cullen, Peter, Retailing: Environment and Operations, Vikas Publishing House; New Delhi.
6. Gilbert, David, Retail Marketing Management, Pearson Education.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Services Marketing

Course Code: 27MKT408DS02

L-T-P
3-1-0

External Marks: 70
Sessional Marks: 30
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: understand the unique challenges inherent in managing and delivering quality services.
- CO2: analyse the various components of the "services marketing mix" (the 7 P's).
- CO3: to identify the role of employees and customers in service delivery, customer satisfaction, and service recovery;
- CO4: develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyse, make decisions and plan the implementation of these decisions

UNIT I

Introduction to Services: Service and Technology, Goods versus Services, Service Marketing Mix, Gap model of Services, important service industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and challenges in Service Business.

UNIT II

Focus on the Customer: Consumer Behaviour in Services, Customer Expectation of Services, and Customer perception of services. Elements in an effective services marketing research programme, Building customer relationship, Relationship development strategies, Reasons of Service failure, Service recovery and strategies.

UNIT III

Aligning Service design and standards: Challenges of Services Innovation and design, new service development process Service Blueprinting, Customer-defined service standards and its types, Physical evidence and types of servicescape, Strategic roles of servicescape

UNIT IV

Delivering and performing services: Employees role in service delivery, Customers role in service delivery, Delivering services through intermediaries and electronic channels, Strategies for matching

capacity and demand, Key service communication challenges, Approaches to pricing services, Financial and Economic impact of services.

Recommended Readings:

1. Lovelock, C., Wirtz, J. and Chatterjee, J., Services Marketing. Pearson Education.
2. Zeithaml, V., Bitner, M.J., Gremler, D.D. and Pandit, A., Service Marketing. McGraw Hill.
3. Gopal Das, Essentials of Services Marketing, Pearson Education.
4. Srinivasan, Service marketing: Indian Context, PHI
5. Swartz, T., Iqobucci, D., Handbook of Service Marketing and Management, Sage Publication

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Social Media Marketing Management

Course Code: 27MKT408DS03

L-T-P
3-1-0

External Marks: 70
Sessional Marks: 30
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1 Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
- CO2 Develop social media marketing goals, objectives and content.
- CO3 Design and develop an effective Blog.
- CO4 Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their social media Pages.
- CO5 Establish a Video Marketing Strategy and learn YouTube Advertising.

UNIT I

Introduction- Introduction to social media, what is social media? How social media developed, Managing Information– Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management- Touchpoint analysis, Scheduling, creating content, Managing content programs, Planning Worksheets.

UNIT II

Blogs – Blogger, Tumblr, WordPress, Influencers Who are they? How to find them How to use them to benefit your brand. Facebook Instagram- Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests.

UNIT III

YouTube Long - form video platforms, setting up a channel, managing content - Video Flow - Google Pages for

YouTube Channel - Verify Channel Webmaster Tool – Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links - Channel Keywords- Branding Watermark- Featured Contents on Channel- Channel Main Trailer- Uploading Videos- Uploading Defaults- Creator Library- Practical Examples.

UNIT IV

Twitter - Set-up and usage Tips. LinkedIn - Tips and Guides Review of profiles. Pinterest - Visual social media and bookmarking, Set-up and management.

Recommended Readings:

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee).
2. Marketing with Social Media (Linda Coles).
3. The Social Media Marketing Book (Dan Zarrella).
4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten).
5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick).

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Sales and Distribution Management

Course Code: 27MKT408DS04

L-T-P
3-1-0

External Marks: 70
Sessional Marks: 30
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: understand the concepts of sales and distribution management.
- CO2: appreciate various facets of job of sales manager.
- CO3: make and implement decisions for sales and distribution management.
- CO4: build knowledge, understanding, and skills in Sales and Distribution management.
- CO5: develop and implement Sales and Channel management strategies.
- CO6: analyse decision alternatives and criteria in the context of realistic problem situations in Sales and Channel management.

UNIT-I

Sales Management: Role of Sales Management in Marketing, Nature and Responsibilities of Sales Management, Modern Roles and Required Skills for Sales Managers. Theories of Selling, Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting. Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; determining size of sales force.

UNIT-II

Territory Management: Need, procedure for setting up sales territories; Time management; Routing. Sales Quotas: Purpose, types of quotas, administration of sales quotas. Managing the Sales-force: - Recruitment, selection, training, compensation, motivating.

UNIT-III

Control Process: Analysis of sales, costs and profitability; Management of sales expenses; evaluating sales force performance; Ethical issues in sales management.

UNIT-IV

Distribution Channels: Role of Distribution Channels, Number of Channels, Factors Affecting Choice of Distribution Channel, Channel Behaviour and Organization, Channel Design Decision; Channel Management.

Recommended Readings:

1. Still, Cundiff, Govoni and Sandeep Puri, Sales and Distribution Management, Pearson Education.
2. Anderson R, Professional Sales Management, Englewood Cliff, New Jersey, Prentice Hall, India.
3. Spiro, Rosann L., Gregory A. Rich, and William J. Stanton, Management of a Sales Force, McGrawHill Irwin, Boston.
4. Dalrymple, Douglas J., and William L., Sales Management: Concepts and Cases, New York, NY: Wiley
5. Panda, T. K., Sahadev, S., Sales And Distribution Management, Oxford Publishing, India

6. Hughes, G. David, Daryl McKee, Charles H. Singler, Sales Management: A Career Path Approach, Cincinnati, OH: South-Western College Publishing
7. Peppers, D. and Rogers, M., „The short way to long-term relationships“. Sales and Marketing Management

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Integrated Marketing Communication

Paper Code: 27MKTM408DS05

L-T-P

3-1-0

External Marks: 70

Sessional Marks: 30

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: Ability to understand various marketing cues
- CO2: Aptitude to create a communication campaign for marketing purpose
- CO3: Familiarity with various kinds of media to be utilized in marketing communication
- CO4: Research aptitude to find out solution of communication needs

Unit-I

Introduction – Concept of marketing communication, marketing communication mix, factor affecting marketing communication mix, drivers of integrated marketing mix;

Unit-II

Models of marketing communication – Blade Box Model, AIDAS model, Lavidge Steiner model, DAGMAR model, PCB model; marketing communication planning process.

Unit-III

Managing the Marketing Communication Process – Analysis of promotional opportunities, concepts of segmentation and target marketing, promotional strategy of formulation and competitive positioning, determination of promotional objectives, deciding promotional appropriation, integrating marketing communication programme, commissioning and contracting external resources.

Unit-IV

Advertising and Media Planning – Advertising plan, creative strategy, advertising appeal, creative formats, stages of creative strategy – idea generation, copy writing, layout, copy testing and diagnosis; media planning – traditional and contemporary media; media objectives – reach, frequency, cost etc.; media strategy, media scheduling, media planning models.

Suggested Readings:

1. Shah, Kruti and Alan D'Souza, Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, New Delhi.
2. Belch, George and Belch, Michael; Advertising and Promotion, Tata McGraw Hill, New Delhi.
3. Wells, William, Burnett, John and Moriarty, Sandra; Advertising Principles and Practice' Pearson Education, New Delhi.
4. Jethwaney, Jaishree and Jain, Shruti; Advertising Management; Oxford University, New Delhi.

Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

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