

SEMESTER III – MARKETING SPECIALIZATION

| Paper No. | Title of Paper |
|------------------|---------------------------------|
| MBA/301 | Business Law |
| MBA/3201/M | International Business Strategy |
| MBA/3202/M | Sales & Distribution Management |
| MBA/3203/M | Consumer Behavior |
| MBA/3204/M | Advertising Management |
| MBA/3205/M | Brand Management |
| MBA/3206/M | Agriculture Marketing |
| MBA/307 | Dissertation |

Objective: To familiarize the students with different laws governing business activities along with their objective, provisions and interpretations.

Unit – I The Indian Contracts Act 1872; Essentials of a valid contract, void agreements, performance of contract, breach and its remedies, quasi contracts

Unit – II The sale of Goods Act 1930: Formation of Contract, Rights of an unpaid seller

Unit – III The Negotiable Instruments Act 1881: Nature and type of negotiable instruments, Negotiation and assignment, Holder in due course, Dishonor and discharge of negotiable instrument

Unit – IV The Companies Act 1956: Nature and type of companies, formation, Memorandum and Article of Association, Winding up of companies

Unit – V An overview of Consumer Protection Act 1986, IT Act 2000, and Cyber laws with specific reference to e-commerce, Intellectual Property Law, Patents and copyright.

Suggested Readings:

1. Avtar Singh, *Company News*, 11th ed., Lucknow, Eastern, 1996.
2. Ramaiya A, *Guide to the Companies Act*, Nagpur, Wadhwa, 1992.
3. Tuteja S.K., *Business Law For Managers*, New Delhi, Sultan Chand, 1998.
4. Ashwathappa & Ramachandra, *Principles of Business Law*, 6th ed., 2001.
5. Maheshwari & Maheshwari, *Business Laws*, 1st ed., 2002.

Objective: To make the students aware about the process of strategy formulation and usage various strategic tools and techniques of global market.

- Unit I: Expansion of International Markets, International Marketing Decisions, Scope of Marketing, Indian Products abroad, Multinational Enterprises, International Culture & International trade.
- Unit II: Global Strategic Planning, Political Risk & Negotiation Strategy, Market Selection, Market Entry Strategies, Market Coverage Strategies.
- Unit III: International Product Decisions & Strategies, International Pricing Decisions & Strategies, International Distribution Channel Decisions & Strategies.
- Unit IV: International Marketing Intelligence, International Promotion Strategies, Export Procedures and Documents.
- Unit V: Quality Control and Pre-shipment Inspection, Issues in International Business, Business Ethics, Social Responsibility of Business, Environmental Issues, Labour Issues.

Suggested Readings:

- 1) International Marketing Text and Cases, Francis Cherunilam, Himalaya Publishing House, 11th revised edition
- 2) International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, 17th revised edition
- 3) Rungman. A.M. and Hodgetts. R.M., International Business; A Strategic Management Approach, McGrawhill, Inc, New Delhi-1999-2000
- 4) Keealas. A.G., Global Business Strategy, South-Western, 1999-2000

Objective: The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

- Unit – I: Introduction to Sales Management – The Sales Organization
– Determining Sales Related Marketing Policies – Sales Functions and Policies – International Sales Management – Personal Selling.
- Unit – II: Sales Planning – Sales Budgets – Estimating Market Potential and Forecasting Sales – Sales Quotes – Sales & Cost Analysis.
- Unit – III: Sales Force Management: Hiring and Training Sales Personnel – Time and Territory Management – Compensating Sales Personnel – Motivating the Sales Force – Leading the Sales Force – Evaluating Sales Force Performance.
- Unit – IV: Marketing Logistics - Distribution as Marketing Mix Element – Distribution Resource Planning – Marketing Channel Integration – Channel Management – Nature of Marketing Channels – Evaluating Channel Performance- Specialized Techniques in selling – Tele Marketing – Web Marketing
- Unit – V: Distribution Cost Analysis: Managing Channel Conflicts – Channel Information Systems – Wholesaling – Retailing – Ethical And Social Issues in Sales and Distribution Management.

Suggested Readings

1. Anderson, R., *Professional Sales Management*, Eaglewood Cliffs, New Jersey, Prentice Hall Inc., 1992.
2. Anderson, R., *Professional Personal Selling*, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991
3. Stiiil, R.R., *Sales Management*, Englewood Cliffs, New Jersey Prentice Hall Inc., 1988.
4. Das Gupta, *Sales Management: In the Indian Perspective*, 83, PHI.
5. Acharya & Others, *Field Sales Management*, 3rd ed. 1998, Himalaya Publishing House.
6. Chunawalla, S. A., *Sales Management*, Himalaya Publishing House, 5th ed., 2003.
7. Abhyankar S.K., *Practical Sales and Distribution Management*, Everest Publishing House, 1st ed., 2003.

Objective: The Objective of this course is to develop understanding about the consumer psychology, factors influencing decision-making process and its applications in marketing function of firms.

- Unit-I** Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement – Levels of involvement, and Decision Making.
- Unit-II** Consumer Decision Process – Stages in Decision Process, Information Search Process; Evaluative Criteria and Decision Rules, Consumer Motivation – Types of Consumer Needs, Ways of Motivating Consumers. Information Processing and Consumer Perception.
- Unit-III** Consumer Attitudes and Attitude Change; Influence of Personality and Self Concept on Buying Behaviour, Psychographics and Lifestyles, Impulse Buying.
- Unit-IV** Diffusion of Innovation and Opinion Leadership, Family Decision Making, Influence of Reference Group
- Unit-V** Industrial Buying Behaviour– Process and factors, Models of Consumer Behaviour – Harvard Seth, Nicosia, E& D, Economic Model; Introduction to Consumer Behaviour Audit; Consumer Behaviour Studies in India.

Suggested Readings:

1. Mowen, JohnC., *Consumer Behaviour*, New York, Macmillan, 1993.
2. Schiffman, L.G and Kanuk, L. L., *Consumer Behaviour*, New Delhi, Prentice Hall of India, 8th ed., 2003.
3. Solomon, *Consumer Behaviour: Buying, Having, and Being*, 5th ed., Pearson Education.
4. Schiffman & Kanuk, *Consumer Behaviour*, 8th ed., Pearson Education.
5. Chunnawalla, S.A., *Commentary on Consumer Behaviour*, 2nd ed., 2001., Himalaya Publishing House.
6. Nair, Suja, *Consumer Behaviour - Text and Cases*, 3rd ed., 2003, Himalaya Publishing House.

Objective: The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising program.

- Unit – I : Nature, Type & Functions, Scope and Role of Advertising in Market Place, Economic, Ethical and Social Aspects of Advertising.
- Unit – II : Marketing Communication, Process of Communication & its flow, Types of Communication Systems, Models Advertising Effect Models.
- Unit – III : Advertising Planning & Objectives DAGMAR Approach, Building of Advertising Program – Message, Headlines, Copy, Logo, Illustration, Appeals, Layout.
- Unit – IV : Media Planning & Strategies, Media Buying – Broadcast & Print, Advertising Budget – Allocation, Approaches, Influencing Factors.
- Unit – V : Advertising Campaign Planning, Advertising Organization – Selection, Compensation & Appraisal of Advertising Agencies, Web Advertising.

Suggested Reading:

1. Aaker, David A. etc., *Advertising Management*, 4th ed., New Delhi, Prentice Hall of India, 1985.
2. King, *Advertising: Art and Science*, Macmillan India, 2003.
3. Frank Jefkins, *Advertising*, Macmillan India, 2003.
4. Batra, *Advertising Management*, Pearson Education, 5th ed., 2003.
5. Clow, *Integrated Advertising, Promotion and Marketing Communications*, PHI, 2003.
6. Jefkins, *Advertising*, 4th ed., Pearson Education.
7. Chunawalla & Others, *Advertising Theory and Practice*, 7th ed., 2002, Himalaya Publishing House.
8. Rathor, B.S., *Advertising Management*, 11th ed., 2003.
7. Chatterjee, B.K., *Marketing Management: A Finance Emphasis*, Everest Publishing House.
8. Kulkarani M.V., *Advertising Management*, 4th ed., 2003.

Objective: The objective of this course is to impart in depth knowledge to the students regarding the theory and practice of commodity, Products, Brands, Branding & Brand Management

- Unit – I : Concept of Brand, Brand Evolution, Brand Hierarchy, Brand Image, Brand Identity – Perspectives, Levels & Prism.
- Unit – II : Brand Personality, Brand Positioning, Brand Repositioning, Brand Equity, Types of Branding – Product, Line, Range, Umbrella & Endorsement Branding.
- Unit – III : Brand Creation, Brand Product Relationship, Brand Portfolio, Brand Elimination, Brand Revitalization
- Unit – IV : Managing Brands, Brand Extensions, Financial Aspects of Brands
- Unit – V : Branding in different sectors – Retailers, Industrial, Services, & high-tech products.

Suggested Reading:

1. Keller, Strategic Brand Management, Building, Measuring & Managing Brand Equity, 2nd Ed. PHI.
2. U.C. Mathur, Brand Management, Text and Cases, Macmillan Ltd.
3. Harsh Verma – Brand Management – Excel Books 2nd Edition, 2008
4. Chunawala S.A. Brand Management – Himalaya Publishing House, 3rd Edition, 2009.
Mahim Sagar, Brand Management, Anis Publication.

Objective: To familiarize the students with modern Agriculture Scenario and Practices in India & to acquaint with opportunities & challenges in with emphasis on Agriculture Marketing.

- Unit I: Agricultural, Allied Products, Agro Processed Products, its status in Indian Market. Emerging Issues in the business Agriculture Produces.
- Unit II: Agriculture Marketing: Concept, Definition, Scope and Objectives, Upcoming Practices in Agriculture Marketing.
- Unit III: Agribusiness-Emerging Branches, Non Conventional Forms of Agribusiness, Retailing & Merchandising of Agri Produces, Export Potential for farm products-Supporting Services.
- Unit IV: Role of Agencies for promotion of Exports of Agri Products, Role of Agencies for marketing of Agri Products, Standards of Agriculture Produces, Organized Retailing in Agri Inputs and Outputs.
- Unit V: Marketing Mix of Agriculture Products, Role of Information and Communication Technology in Agriculture Marketing.

Suggested Reading:

1. Agricultural Marketing in India – S.S. Acharya and N L Agarwal – Oxford & IBH Publishing Co. Pvt. Ltd. Calcutta
2. Agribusiness Management in India – Text & Cases – Dr. Subhash Bhave