

SEMESTER IV – SERVICE MARKETING (SM) SPECIALIZATION

Paper No.	Title of Paper
MBA/401	Strategic Management
MBA/4201/SM	Sales & Promotion Management
MBA/4202/SM	Marketing Of Services
MBA/4203/SM	Marketing for Non-Profit Organisations and Social Services
MBA/4204/SM	Retail Marketing
MBA/4205/SM	Rural Marketing
MBA/4206/SM	International Marketing
MBA/407	Dissertation

Objective: The objective of this course is to develop understanding about strategic processes and their impact on a firm.

Unit – I Corporate Strategy and Planning – Concept of strategy. Strategic Management and strategic management Process, Evolution of Corporate Policy in India, Models and Phases of Strategic Management Process, 7-S Framework

Unit – II SWOT Analysis, Environmental Analysis, Competitive Analysis, Internal corporate Analysis

Unit – III Strategic Analysis, Cost Analysis, Portfolio Analysis and Display Matrices, Operating and Financial Analysis

Unit – IV Strategic Alternatives, Diversification, Mergers and Acquisition, Turn-Around Management

Unit – V Strategic Choice, Implementation of Strategy, Evaluation and Control of Strategy

Suggested Readings:

1. Johnson & Scholes, *Exploring Corporate Strategies*, PHI, 6th ed., 2003.
 2. Bowman Cliff, *Essence of Strategic Management*, PHI, 2003.
 3. John Pearce, *Strategic Management*, TMH.
 4. Byars, *Strategic Management*, TMH.
 5. Rastogi, *Managing Constant Change*, McMillan India.
 6. Ulrich, *Managing Corporate Culture*, McMillan India.
 7. Prasad, *Organisational Development For Excellence*.
 8. Acharya and Govekar, *Business Policy and Strategic Management*, 2nd ed., 1999, Himalaya Publishing House.
 9. Cherunilam, Francis, *Strategic Management*, 7th ed., 2003, Himalaya Publishing House.
 10. Azhar Kazmi, *Corporate Strategy and Business Policy*, TMH Publications
- Serial no. 5, 6 and 7 to be deleted
Other references remain as such.

Objective : The purpose of this course is to develop an understanding about concepts, methods and strategies of sales promotion.

Unit-I Sales Promotion and Marketing Mix: Nature, Scope and Types of Sales Promotion.

Unit-II Consumer Behaviour and Sales Promotion, Deal Prone Consumer, Economic Theories of Promotion.

Unit-III Sales Promotion's Impact on Sales; Evaluation of Sales Promotion Experiments; Choice and Purchase Timing Models.

Unit-IV Sales Promotion Planning , Process, Approaches to Sales Promotion Budget.

Unit-V Strategic Issues in Designing Promotional Strategies; Substantive Findings and Issues on Coupons, Trade Dealings,

Suggested Reading:

1. Kazmi & Batra 3E. Advertising & Sales Promotion – Excel Books
2. Bir Singh – Sales Promotion Management
3. Lilien, Kotle & Moorthy – Marketing Models – EEE
4. Blattberg, Robert C and Scott A. Neslin, *Sales Promotion; Concept. Methods and Strategies*, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1990.
5. Mishra, M.N., *Sales Promotion and Advertising Management*, Himalaya Publishing House, 6th ed., 2003.

Objective : The objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis.

- Unit – I Introduction to Services Marketing: Understanding Services, The nature of services marketing, Classification of Services, Importance of Service Marketing.
- Unit – II Services Experience, Consumer Behavior in Services, Customer Expectations and Perceptions, Listening to Customers, Monitoring and Measuring Customer Satisfaction, Complaints Handling.
- Unit – III Strategic Issues in Service, Marketing, Market Segmentation and Targeting, Positioning and Differentiation of Services, Managing Demand and Capacity
- Unit – IV Services and the Marketing Mix: The Marketing Mix Elements – Maximizing Services Marketing Potential Relationship marketing, Internal Marketing – Supplementary Services.
- Unit – V Marketing of Service: Tourism and Travel Services Marketing, Marketing of Financial Services, Communication and Information Services, Media Services Marketing – Professional Services.

Suggested Reading:

1. Services Marketing : Valerie Zeithaml & Mary Jo Bitner / Tata McGraw Hill
2. Services marketing, 3e – Christopher Lovelock – Prentice Hall / International Edition.
3. Marketing Services: Competing Through Quality – Leonard L Berry and A Parasuraman
4. Services Marketing Text & Cases – Rajendra Nargandkar / Tata McGraw Hill
5. Services Marketing Text & Readings, Indian Perspective – Ravi Shankar / Excel Books
6. Services Marketing – Helen Woodruffe / Macmillan India Ltd.
7. Service Marketing : Nimish Chaudhary – McMillan
8. Shajahan, S., Services Marketing – Concepts, application and cases, 2nd ed., 2003, Himalaya Publishing House.

MBA/4203/SM Marketing for Non-Profit Organisations and Social Services

Objective: The Course is designed to give an opportunity to acquire knowledge about the application of Marketing tool and techniques for social welfare programs.

Unit-I Scope and application of Marketing in the context of NPO: Hospitals, Police, Public Services, etc. & social services, e.g. health and family welfare, adult literacy Programme, environment protection, social forestry, etc.

Unit-II Setting Marketing Objective: Analyzing internal & external Environment influencing NPO's and Social Services.

Unit-III Market Segmentation, customer targeting, marketing mix strategies, product-service life cycle for NPO's and social services

Unit-IV Beneficiary contact programme, use of print and electronic media in mass communication, diffusion of innovative ideas, marketing tools, Distribution & Delivery Strategy for NPOs and Social Services.

Unit-V Marketing Strategies for social services & NPOs and Relevance of CST (Corporate Social Responsibility), review and monitoring of marketing strategies of socially relevant programmes.

Suggested Readings :

1. Jena, B and Pati R, *Health and Family Welfare Services in India*, Ashish, New Delhi, 1986.
2. Kotler, Philip and Roberto Eduardo L., *Social Marketing : Strategies for changing Public Behaviour*, Free Press, New York, 1989.
3. Maitra, T, *Public Services in India*, Mittal, New Delhi, 1985.

Objective: To familiarize & acquaint the students with concept & practices of retailing & to abreast with latent trends in retail industry

- Unit – I Retailing – Definition & Importance – Indian Vs Global Scenario – Types of Retailing – Store Retailing – Non Store Retailing – Types of retail formats – Franchising in retailing.
- Unit – II Retail Marketing Mix – Retail consumer buying behavior – types – factors influencing – buying behavior – Segmentation – Positioning, Retail Organization Structure – Major Functional Areas – Careers in retailing.
- Unit – III Retail Location – Factors affecting retail location decision – Site Selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies, Store design – Interiors & Exterior – Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store façade.
- Unit – IV Retail Communication Mix – Sales Promotion – Advertising – Public Relation – Personal Selling – Steps in planning retail communication.
- Unit – V Retail Strategies – Differentiation Strategies – Growth Strategies – Expansion Strategies – Pricing Strategies, Role of IT in retailing – Electronic Data Exchange – Bar Coding – RFID – Electronic Payment Systems.

Suggested Readings:

1. Retailing Management – Swapna Pradhan
2. Retail Marketing Management – Swapna Pradhan
3. Retail Management – Gibson Vedamani
4. Retail Management – Levy & Weitz
5. Channel Management & Retail Management – Meenal Dhotre
6. Retail Marketing Management – David Gilbert
7. Retail Management – Ron Hasty & James Reardon
8. The Art of Retailing – A.J. Lamba
9. Retail Management – W. Steward
10. Retail Management – Analysis Planning & Control – David Walters

Objective: To make the students aware about peculiarities of Indian Rural Market. To develop the knowledge of strategic tools of marketing to win over rural customers.

- Unit – I Rural Marketing Management Perspectives, Challenges to Indian Marketer, Rural – Urban Disparities, Rural Marketing – Concept, Scope, Nature, Taxonomy Attractiveness, Urban Vs. Rural Marketing.
- Unit – II Rural consumer behavior – buyer characteristics, decision process and behavior patterns, evaluation procedure, brand loyalty, innovation adoption.
- Unit – III Information System for Rural Marketing – Concepts, Significance, Internal Reporting System, Marketing Research System, Decision Support System. Selecting and Attracting Markets – Concepts and Process, Segmentation, Degrees, Bases, and guides to effective Segmentation, Targeting and Positioning.
- Unit – IV Product Strategy for rural Markets, Concept and Significance, Product Mix and Product Item Decisions, Competitive Product Strategies. Pricing Strategy in Rural Marketing – Concept, Significance, Objectives, Policy and Strategy.
- Unit – V Promotion towards rural audience, exploring media, profiling target audience, designing right promotion strategy and campaign, Rural Distribution – Channels, old setup, new players, new approaches, coverage strategy.

Suggested Reading:

1. C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan, “Rural Marketing” – Text and Cases, Pearson Education.
2. C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan, “Cases in rural marketing and integrated approach”. Pearson education.
3. Robert Chambers, “Rural Development: Putting the last first”, Pearson Education.

- Unit – I Distinction between International Marketing and Domestic Marketing, Economic Environment of International Marketing, International Institutions – UNCTAD, WTO, Trade Agreement – Free Trade Area, Customs Union, Common Market, Evolution of International Business Theories.
- Unit – II Overview of India & World Trade – EXIM Policy, Foreign Trade Policy and Regulation, Trading Partners – Bilateral & Multilateral Trade Agreement, International Market Place & Space, Barriers, International Politics & Economic Integration, Trade Blocks.
- Unit – III Institutional Infrastructure for Export Promotion – Export Promotion Councils (EPC), Public Sector Trading Agencies – ECGC, Commodity Board, Export – Import Management – Registration of Exporters, Procedure & Documents, Export Quotations.
- Unit – IV Shipping and Transportation, Insurance, Negotiations of Documents, Instruments of Payments – Open Account, Bills of Exchange, Letter of Credit, Export Finance.
- Unit – V Trade and BOP of India, Technological Developments and International Marketing..

Suggested Reading:

<u>Title</u>	<u>Author</u>	<u>Publisher</u>
1. International Marketing Mgt.	U.C. Mathur	SAGE
2. International Business	Justin Paul	PHI
3. International Business	K. Aswathappa	TATA McGraw Hill
4. International Marketing	Rakesh Mohan Joshi	Oxford
5. International Marketing	R. Shrinivasan	PHI
6. International Marketing	B.S. Rathore, J.S. Rathore,	Himalaya Publishing BM Jani House