

PG DIPLOMA IN MARKETING MANAGEMENT

First Semester

Marks

Sl.No.	Subjects	Instruction Hrs/Wk	Internal Assessment	Examination
1.	Management concepts & Theories (MCT)	03	25	75
2.	Managerial Economics (ME)	03	25	75
3.	Marketing Management (MM)	03	25	75
4.	Consumer Behaviour & Marketing Research	03	25	75
5.	Advertising and Sales Promotion Management	03	25	75
	Total	15	125	375

Second Semester

Marks

Sl.No.	Subjects	Instruction Hrs/Wk	Internal Assessment	Examination
1.	Product & Brand Management	03	25	75
2.	Sales & Logistics Management	03	25	75
3.	Business Marketing	03	25	75
4.	International Marketing	03	25	75
5.	Contemporary Marketing Management – services marketing, rural marketing & e-marketing	03	25	75
	Total	15	125	375

REGULATIONS

1. Course Title:

The course shall be called 'Post Graduate Diploma in Marketing Management and Post Graduate Diploma in Human Resource Management'. The duration of the course shall be one year consisting of two semesters.

2. Eligibility for Admission:

Any graduate or post graduate in arts, science, commerce, business management, allied sciences, engineering and technology, medical sciences of this University or from any other university considered equivalent shall be eligible for admission to the course. Selection of the candidates to the course shall be done as per rules of the University and Government.

3. Course Content:

The course comprises of: Subjects of study prescribed.

Pedagogy: Lectures, case studies, group discussions, quizzes, seminars; on the job training;

4. Attendance and Conduct:

Minimum attendance of 75% of actual working periods is required in each paper. The Chairman of the Department shall certify each student's attendance and conduct. A student who does not satisfy the requirements of attendance and conduct shall not be permitted to write the examination in the concerned paper or papers.

5. Instructions:

Three hours of lectures per week per paper.

6. Examination and Declaration of Results:

Each paper is divided into internal assessment of 25 marks and term end written examination of 75 marks. Internal assessment marks shall be awarded on the basis of continuous evaluation that includes: tests (both announced and surprise), quizzes, seminars, case discussions, group discussions and attendance.

There shall be a written examination of 3 hours duration for each paper at the end of each semester. The declaration of results shall be made as follows:

- A. Minimum for a pass is 40% of the marks in each examination paper and 50% of the marks in the aggregate.
- B. Carryover is permitted as per University Regulations.
- C. Declaration of Class shall be done after the second semester examination on the basis of aggregate marks. The declaration shall be made as follows:

FIRST CLASS – 60% and above in the aggregate

SECOND CLASS – 50% and above in the aggregate

Declaration of results in the case of REPEATERS i.e., those who pass the examinations after the course duration, shall be done according to general rules of the University.

SYLLABUS OF PG DIPLOMA IN MARKETING MANAGEMENT

Program Outcome:

1. Impart in-depth knowledge of Marketing, understanding behaviour of Consumer, marketing research, advertising, international techniques of marketing, rural marketing, etc.
2. The programme aims to equip the students with professional skills, inter personal skills and entrepreneurial qualities while inculcating ethical values, team work, leadership and managerial skills.

Program Specific Outcomes:

1. The learners will be ready for employment in functional areas of Marketing.
2. Ability to work in teams with enhanced communication and inter-personal skills.
3. Ability to start entrepreneurial activities.
4. An inclination towards lifelong learning and acquiring knowledge.

5. FIRST SEMESTER

I. Management Concepts & Theories

Course Outcomes:

1. To understand the functions and responsibilities of managers.

2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To develop cognizance of the importance of management principles

1. Management-definitions, nature and scope of management, functions of management-evolution of management theory from Taylor, Fayol to the present. Schools of management thoughts, evolution of professional management in India. Ethics in management..
2. Managerial planning-definition of planning-planning process, types of plans, strategic vs. operational plans, models of strategy formulation, linking strategy to structure. Decision making-process of managerial decision-making decision making models, steps in rational decision-making, creativity and group decision-making.
3. Organizational theories and decentralization-organizational change and development, organization culture.
4. Motivation-definition-theories and models of motivation-Concept of achievement motivation, leadership-definition, theories of leadership concept of leadership and management styles.
5. Managerial control-relationship between planning and control-limitations of control, types of control systems and techniques-management by exception, budgetary control-zero based budgeting- dysfunctional aspects of budgetary control. Internal control systems, internal audit and management audit.

Books Recommended:

1. Essentials of Management-Koontz and O'Donnell. E-McGraw Hill, New Delhi
2. Introduction to Management-Fred Luthans-McGraw Hill, New Delhi
3. The Practice of Management-Peter.F.Drucker
4. Management-Stoner, Freeman and Gilbert
5. Management-Griffin
6. Management-Holt
7. Management-Tasks and Responsibilities-Peter.F.Drucker
8. Professional Management-Theo Haimann
9. Organization Theory and Design-Reichard L.Daft
10. Management by Richard L.Daft

II. Managerial Economics**Course Outcomes:**

1. To Improve managerial decision making process
 2. To understand the basic necessity of economic in Global business
 3. To utilize the scarce time and resources for the better production
 4. To improve the applied economic principles based on the managerial economics theories
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1. Managerial Economics-Introduction, Basic concepts and their application to business decision-making.
 2. Demand and supply analysis-determinants of supply and demand-nature of demand and supply curves, market equilibrium, price elasticity, demand forecasting and estimating methods. Theory of consumer behavior: Consumer preferences, indifference curves, budget

constraint, utility maximization and the derivation of the consumer demand curve.

3. Production and Cost Analysis-production functions-cost functions, and profit functions, total average and marginal costs, returns to factors and scale, short run v/s long run decisions, derivation of the supply curve.
4. Market Analysis-Market forms, perfect, monopoly, monopolistic, oligopoly. Output and price determination. Cartels and collusion, merges and acquisitions and government regulations in the form of price, directives, taxes, subsidies, anti-trust action and competition polices.
5. National income accounting-concept of GDP, NI per capita income, PPP. National income accounting in India. Business cycles and business forecasting. Phases of business cycle and trend analysis-macro economic indicators in business cycle measurement. Coping strategies for business.

Books Recommended

1. Managerial Economics-Gupta and Mote
2. Managerial Economics-Dominick Salvatore.
3. Economics-Samuelson & Nordhaus
4. Managerial Economics by Peterson and Lewis
5. Micro Economics-Dominick Salvatore
6. Macro Economics-Palmer and others
7. Macro Economics-Koutinaya

III. Marketing Management**Course Outcomes:**

1. This course is intended to offer a comprehensive introduction to the

management of marketing functions, structures and institutions

2. It helps to understand the role in the contemporary economic and social development.
3. To formulate a marketing plan including marketing objectives, marketing mix, strategies, budgeting considerations and evaluation criteria.
4. To understand marketing mix that take into account perceived value, competitive pressures and corporate objectives.

1. Introduction to Marketing Management: Nature of marketing management, Scope of Marketing. Organization of marketing functions. Marketing concepts and philosophy: Product, Production, Selling, Marketing and Societal. Selling and Marketing differences, Marketing environment-micro and macro environment.
2. Market Segmentation and Targeting: Concept of segmentation and targeting, Basis for segmentation. Segmentation for consumer and industrial products, product positioning, Consumer and business buyer behaviour and buying roles, buying process models.
3. Marketing Mix: Elements-Product, Price, Promotion, Place, Product Mix and Product Line-levels of product, new product development, product life cycle strategies, branding, packaging, labeling. Pricing-General pricing approaches, New product pricing strategies, Public and pricing.

4. Promotion and Place Mix: Components of promotion mix, Marketing communication, publicity, Advertising and public relations, Personal selling and sales promotion, Direct and online marketing, Distribution channels and logistics management, Channel design and administration, Public policy and distribution decisions.
5. Marketing Information Systems: Concept of marketing information system, Marketing research process, Marketing intelligence system, Components of marketing information systems-Internal records system, Marketing decision support systems.

Books for Reference:

1. Basic Marketing-Perault
2. Marketing Management-Philip Kotler, Prentice Hall India,(New edition)
3. Fundamentals of Marketing-William Stanton
4. Principles of Marketing-Philip Kotler and Garry Armstrong
5. Marketing Management-Rajan Saxena
6. Marketing Management-Zickmund & Ramesh Kumar

IV. Consumer Behaviour and Marketing Research

Course Outcomes:

1. The objective of the course is to familiarize the students with the consumer behavior.
2. It helps them to identify the decision making process with the consumers.

3. It provides them to understand the various marketing research designs to conduct research on consumers.
 4. It also helps them to understand the data analysis using SPSS.
1. Consumer Behaviour: Introduction, Factors influencing consumer behaviour, Personality, Psychographics, Family, Society, Values, perception, Attitude and life styles. Different models of consumer behaviour-Economic, Learning, Psychoanalytical, Sociological, Howard Seth, Nicosia, Webster and Wind, Engel, Blackwell and Minard models.
 2. Buying Decision Making Process: Buying roles, Stages in the decision process-High and low effort decisions, Post purchase behavior, Application of consumer behaviour, Models of marketing decision making.
 3. Marketing Research Designs: Types of research designs, Techniques and tools of data collection-Scales and measurement, Various types of data, Sampling techniques, Sample size determination. Analysis and interpretation of data. Reporting the research findings.
 4. Application of Quantitative Tools in Marketing: Decision making-Dependence and interdependence techniques-Regression analysis, ANOVA, Discriminant analysis, Factor analysis, Cluster analysis, Multi-dimensional scaling and Conjoint analysis, Use of SPSS for data analysis.
 5. Market Research: Marketing and market research, Qualitative research, Market and sales analysis. Motivation

research, Communication research, Product, Pricing and Distribution research.

Books for Reference:

1. Consumer Behaviour - Schiffman and Kanuk
2. Consumer Behaviour – Suja Nair
3. Marketing Research – Tull, Green and Hawkins
4. Business Research Methods – Zikmund
5. Marketing Research – G.C.Bari
6. Marketing Research – N.K.Malhotra
7. Marketing Research – Parashuraman, Grewal
8. Consumer Behaviour – Hoyer Mac Innis

V. Advertising and Sales Promotion Management

Course Outcomes:

1. Analyze the expanding environment of media and communication techniques and asses the strengths, weakness, opportunities and threats (SWOT) of different kind of promotional campaigns.
 2. Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program
 3. Contribute to evaluating the effectiveness of advertising and marketing communication initiatives.
 4. Participate in the development of creative solution to address advertising and marketing communications challenges.
1. Role of Promotion in Marketing Mix: Components of promotion mix Advertising Publicity, Personal selling,

Public relations and Sales promotion, Determinants of promotion mix.

2. Advertising: Need, scope and importance of advertising – role of advertising in the economic development- advertising and society- latest trends in advertisements different types of advertisements. Advertisability and advertising aids, Advertising planning and decision making.
3. Advertising Campaign Planning: Setting advertising goals and objectives-The DAGMAR Approach. Message strategies and tactics- Creative approaches, Copywriting and testing-Advertising copy design and communication strategy, Copy-visualization layouting, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising.
4. Advertising Media: Types of media, media planning and scheduling-Advertising budgets-Approaches to advertising budgeting. Measuring advertising effectiveness.
5. Advertising Agencies: Advertising business in India-Rural advertising-Advertising regulations, Advertising and society. Global marketing and advertising.

Books for Reference:

1. Advertising and Promotion – Belch and Belch
2. Advertising – Aaker and Bathra
3. Advertising Management – Chunawalla
4. Advertising Management – Write and Ziegler
5. Contemporary Advertising – Williams Arens

SECOND SEMESTER

VI. Product and Brand Management

Course Outcomes:

1. To increase understanding of the important issues in planning and evaluating product and brand strategies.
2. To provide “real world” experience and understanding of product and branding strategies.
3. To understand product and branding concepts from the consumer’s point-of-view.
4. To explore contemporary issues in product and branding development and sustainability.

1. Introduction to Product Management: Basic concepts of product; Classification of product; Product mix and line decisions; Growth strategies for FMCG; Organizing for product management. Product market strategies for leaders, challengers and followers.
2. New Product Planning and Development: Organizing for new product, New product development process, Launch strategy, Reasons for new product failures, Consumer adoption process, product life cycle concepts.
3. Marketing Planning: Planning process, Components of marketing plan-Competition analysis, Product category attractiveness analysis, Customer analysis and Competitor analysis. Segmenting-Targeting-Positioning (STP)-Basis for segmentation, Differentiation and positioning,

Techniques of good positioning, Pricing and channel management strategy.

4. Branding and Packaging: Branding and packaging decision-Brand extension strategies and Role of CRM in building brands, Building brands for Indian markets, Managing brand equity, Branding strategy over PLC, Functions of a good package, Advantages of packaging, Labeling.
5. Financial Analysis for Product Management: Sales analysis, Profitability analysis, Strategic framework control. Future of product management, Product management and Internet, New challenges for market in India.

Books for References:

1. Product Management – Donald R.Lehman, Russel S.Winner and
2. Product Management – Ramanuj Majumdar
3. The Brand Management Checklist – Brab Vanauken
4. Managing Indian Brands – Ramesh Kumar
5. Product Management – Chunawalla
6. Application Exercises in Marketing – Ramesh Kumar
7. Marketing Management – Rajan Saxena

VII. Sales and Logistics Management

Course Outcomes:

1. To understand sales force and marketing channels to gain competitive advantage.
2. To familiarize with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.
3. To introduce course participants to national and international sales and distribution practices

4. To expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales & distribution management systems

1. Sales Management: Objectives of sales management, Personal selling process, Developing personal selling strategies. Organizing the sales force-Types of sales organizations-Determining the kind of sales force and Size of the sales force. Qualities of sales executives.
2. Managing the Sales Force: Recruiting, Selecting and Training the sales force. Time and territory management, Sales territories and Sales quotas-Compensating sales force, Motivating the sales force-Controlling the sales force-Evaluating the sales force.
3. Retailing and Wholesaling: non-store retailing, E-tailing, Direct marketing, Tele marketing, Marketing on the net-Future of sales management.
4. Distribution and Logistics Management: Design of distribution channel, Structure and Channel management. Components of logistics-inbound and outbound logistics, key logistics activities viz., Customer services-Demand forecasting-Inventory management-Material handling-Communication-Order processing, Packaging-Traffic and transportation-Warehousing and storage.
5. Developing Logistics Strategy: Logistics information system, Organizing for effective logistics, Implementing logistics strategy-Computer packages used in logistics.

Books for Reference:

1. Sales Management – Decisions, Strategies and Cases – Richard R.Still, Edward W.Cundiff and Noman A.P.Govani
2. Professional Sales Management – R.E.Anderson, Joseph F.Har, Aian J.Bash
3. Marketing Channels – Louis W.Stern, Adel I.ER – Ansary, T.Coughlan
4. Fundamentals of Logistics Management – M.Lambert, James R.Stock, M.Eliram
5. Logistics Management – Donald J.B. and D.J.Closs
6. Logistics and Supply Chain Management – Martin Christopher
7. Sales Management – Analysis and Decisions Making – Thomas N.Ingram
8. Managing Supply Chain – J.L.Gattorn and D.W. Waldis

VIII. Business Marketing Management

Course Outcomes

1. To create an understanding, the nature of business marketing vis-a vis consumer marketing.
2. To create an awareness about the business to business (B2B) model of marketing
3. To understand the organization Buying Behaviour (OBB) with emphasis on the customer profile identification of need based requirements in terms of quantity, quality, cost & delivery of industrial buyers.
4. To understand the various strategies involved in business marketing in terms of product, price, positioning, placement, promotion etc vis-a vis competitors.

1. The nature of Business Marketing: Business and consumer products, Basis for classification, Difference between business and consumer marketing, Business marketing in global context, Classification of consumers & business products.
2. Organizational Buying Behavior (OBB): Key characteristics of organizational customer and buying process-Purchasing organization and buying stages, Concept of buying center, Buying motivations, Purchasers evaluation of potential suppliers, Environmental influence on organizational buying process. Marketing information system for organizational market.
3. Business Marketing Planning: Planning process, Demand analysis, Segmenting, Targeting and Positioning, Industrial product strategy and Product policy, New product development, Managing business services, PLC of industrial products.
4. Managing Business Marketing Channels: Direct and indirect distribution, E-channels, Distributors, Manufacturer representative, Channel design and administration. Concept of logistics and supply chain management in business marketing. Pricing strategy for business markets-Competitive bidding and leasing, Advertising and sales promotion, Personal selling in business marketing.
5. Managing Sales force in Business Markets: Managing personal selling function, Key account management, Sales administration, Selling through Internet. E-commerce, prospecting on Internet, Accepting orders and payment on net.

Books for Reference:

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

IX. International Marketing**Course Outcomes:**

1. To give an in depth analysis of international marketing and its opportunities for the marketer.
2. It also helps them to understand promotional policies of the governments to augment trade.
3. It provides the procedures to export and import from various countries.
4. It also provides insights into the International Economic Institutions and its relationships with India.

1. International Marketing: Introduction, Importance – Basis of international trade, Theories of international trade, Trade barriers, India's foreign trade since independence.
2. International Marketing Environment: Economic, Political, Legal, Socio-cultural and Demographic environment. International market entry strategies – MNC's, Global marketers etc.
3. Organization for International Marketing: Objectives of international marketing, Factors affecting international marketing, International marketing mix strategy.

Distribution strategies and Types of intermediaries in international marketing.

4. Export Planning: Export finance, Letter of credit, Export licensing, Export houses, Export risk and insurance, Export promotion and Incentives by the Government of India. Institutional arrangement for export promotion in India. Import-Export policies of the Government of India – Export documentation procedures and formalities.
5. International Economic Institutions and Forums: GATT, WTO, EFTA, LAFTA, EU, SAARC, World Bank, IMF and other trading blocks and common markets for international business.

Books for Reference:

1. International Marketing – Sak Onkvisit and John J.Shaw
2. International Marketing – Philip Cateora and John Graham
3. International Marketing – C.A.Francis
4. International Business – Daniel's

X. Contemporary Marketing Management**Course Outcomes:**

1. This course is intended to offer a comprehensive introduction to the management of marketing functions, structures and institutions
2. It helps to understand the role in the contemporary economic and social development.
3. To formulate a marketing plan including marketing objectives, marketing mix, strategies, budgeting considerations and evaluation criteria.

4. To understand marketing mix that take into account perceived value, competitive pressures and corporate objectives.

1. Introduction to services marketing: Definition of services, reasons of emergence of services marketing, Characteristic features of services marketing, Service marketing mix, Recent trends in services marketing. Sectoral view of service industry. Difference between service & products.
2. Delivering and performing services: Employees role in delivery-Boundaries-Spanning roles, Strategies for closing gaps. Customer role in service delivery, delivering services through intermediaries and electronic channels.
3. Rural Marketing: Meaning, Scope, Importance, Indian rural market environment, Rural-Urban disparities. Size and nature of Indian rural market, Rural demand and rural market index, problems in rural marketing.
4. Agricultural Marketing: marketing strategies for specialized rural market oriented commodities-Marketing of agricultural machineries and other agricultural inputs like pesticides, Seeds, Feeds and other equipments, marketing of cottage and village industries.
5. E-marketing: Marketing on web-Features; benefits of web marketing, Growth of web marketing, Limitations of web marketing, web marketing in India. Problems and prospects.

Books for Reference:

1. Services marketing – Valarie A.Zeithaml and M.J.Bitner
2. Services marketing – Lovelock

3. Services marketing – Ravishankar
4. Services marketing – Sahu and Sinha
5. Rural marketing – T.P.Gopaldaswamy
6. Rural marketing in India – H.S.Habeeb-ur-Rehman