



Business Administration – III
Marketing - Fundamentals and New Perspectives
[Discipline Specific Course]

Semester: V	*Credits: 4	Subject Code: C52213	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Critically evaluate the key analytical frameworks and tools used in marketing
- Critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implication
- Collect, process, and analyze consumer and market data to make informed decisions.
- Demonstrate knowledge of the individual components of a marketing mix
- Identify the organisational processes involved in the planning, implementation and control of marketing activities
- Develop a market research plan and conduct basic research using primary and secondary sources.

Unit 1: Introduction to Marketing

10

- Marketing: Conceptual Introduction
- Company Orientation toward the Marketplace
- Emerging Marketing Paradigms
 - From Making Contacts to Building Assets
 - From Campaigns to Platforms
 - From Awareness to Activation
 - From Transactions to Experiences
- The New Marketing Realities
 - Technology
 - Globalisation
 - Social Responsibility
- Strategic Market Creation: A New Outlook on Marketing and Innovation-Management

Unit 2: Selecting Target Markets

12

- Consumer Buying Behaviour:
 - Concept
- Factors Influencing Buyer Behaviour
- Buyer Decision Process
- Industrial Buyer Behaviour Vs. Domestic Buyer Behaviour
- Consumer Behaviour across International Borders
- Market Segmentation:
 - Meaning
 - Benefits and Limitations

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<ul style="list-style-type: none"> • Bases of Market Segmentation • Levels of Market Segmentation • Developing a position within the target market 	
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Unit 3: Marketing Mix	16
<ul style="list-style-type: none"> • Marketing Mix: <ul style="list-style-type: none"> ○ Meaning ○ Significance in the competitive environment • Product Planning and Development: <ul style="list-style-type: none"> ○ New Product Development ○ Product life cycle ○ Crafting the Brand Positioning ○ Planning for growth: Market Penetration, Product Development, Market Development, Diversification • Promotion: <ul style="list-style-type: none"> ○ Elements of Promotion Mix: Advertising, Sales Promotion, Personal Selling, Public Relations ○ Steps in developing effective communication • Pricing: <ul style="list-style-type: none"> ○ Factors affecting Pricing decisions ○ Pricing Approaches • Place: <ul style="list-style-type: none"> ○ Types of channel members ○ Channel Management Decisions ○ Market Logistics 	

Unit 4: Strategic Marketing Process	10
<ul style="list-style-type: none"> • Marketing Research: <ul style="list-style-type: none"> ○ Meaning ○ Importance of Marketing Insights ○ Classification- Problem Identification and Problem-Solving Approach ○ Marketing Research Procedure ○ Designing Effective Marketing Dashboards • Planning Phase <ul style="list-style-type: none"> ○ Planning Framework • Implementation Phase <ul style="list-style-type: none"> ○ Essentials of effective implementation • Market Evaluation and Controls: <ul style="list-style-type: none"> ○ Types ○ Process ○ Marketing Audit 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

*01 credit to be evaluated as a Skill-based Component

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Recommended Basic Reading:

- Bhasin, Niti. *Indian Financial System: Evolution and Present Structure*. New Century Publications: 2014.
- Bhole, L.M. *Financial Institutions and Markets*. Tata McGraw Hill: 2017.
- Pathak, Bharati. *The Indian Financial System*. Pearson Education: 2018.
- Tannan, M.L. *Banking Law and Practice in India*. Lexis-Nexis India: 2017.

Recommended Reference Books:

- Bhasin, Niti. *Banking Developments in India 1947 to 2007*. New Century Publications: 2006
- Chawla O. P. *Evolution of Banking in India since 1900*. Sage Publication: 2019.
- Das S. C. *The Indian Financial System: Markets, Instruments, Institutions, Services and Regulations*. PHI Learning: 2015.
- Gordon E. and Natarajan K. *Banking Theory, Law & Practice*. HPH: 2018.
- Rangarajan C. *Financial Sector Reforms*. RBI Bulletin: 1997.
- Saha Siddhartha. *Indian Financial Systems and Markets*. McGraw Hill Education: 2017.
- Shekhar KC, Lekshmy Shekhar. *Banking Theory and Practice*. Vikas Publication: 2013.
- Sharma, K.C. *Modern Banking in India*. Deep and Deep Publications: New Delhi; 2007.

Journals:

- Bose Sukanya “*Regional Rural Banks: The Past and the Present Debate*.” www.macroscan.com/fet/jul05/pdf/RRB_Debate.pdf
- Misra Biswa Swarup (2006) “*The Performance of Regional Rural Banks in India: Has past anything to suggest for the future?*” Reserve Bank of India, Occasional Papers, Vol. 27, No. 1 & 2, Summer & Monsoon

Reports and Bulletins:

- Report of the Committee on the Financial System- 1991 & 1998
- RBI Annual Reports
- Report on Currency and Finance

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Business Administration –III, Business Entrepreneurship-III and Marketing-III**
Research Methodology for Business
[Discipline Specific Course]

Semester: VI	*Credits: 4	Subject Code: C62216	Lectures: 48
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****This paper is same across three subjects for SEMESTER VI – Business Administration-III, Business Entrepreneurship-III and Marketing-III**

Course Outcomes:

At the end of this course, the learner will be able to:

- Infer the fundamental theoretical ideas and logic of research.
- Choose methods appropriate to research aims and objectives
- Understand the basic framework of research process.
- Demonstrate knowledge of various research designs and techniques.
- Appraise and practice various quantitative and qualitative research methods

Unit 1: Business Research

10

- Meaning and Concepts
- Characteristics of research
- Types of research-
 - Application based- Pure and Applied
 - Objectives based-Descriptive, Exploratory, Co-relational, Explanatory
 - Inquiry mode applied- quantitative and qualitative
- Research Process
- Ethics in Business Research

Unit 2: Quantitative Research -1

12

- Formulating a research problem and objective
- Hypothesis, Types of hypotheses – Descriptive, Relational – Correlational and Causal, null and alternate Research problem, Hypothesis and Variables
- Research Design
 - Important concepts relating to research design
 - Types of research designs- in case of exploratory research, in case of descriptive and diagnostic research studies and in case of hypothesis-testing research studies
- Questionnaire Designing

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Unit 3: Quantitative Research 2	14
<ul style="list-style-type: none"> • Sampling <ul style="list-style-type: none"> ○ Concept and principles of Sampling ○ Factors affecting inferences drawn from Samples ○ Types of Probability and non-probability sampling methods • Methods of Data Collection <ul style="list-style-type: none"> ○ Sources of Data – Primary and Secondary ○ Measurement and Scaling • Data Processing- Editing, Coding, Developing a frame of analysis • Presentation of data: Tables and graphs • Writing a Research report - Structure and Format- APA conventions 	

Unit 4: Qualitative Methodology	12
<ul style="list-style-type: none"> • Nature of Qualitative Research <ul style="list-style-type: none"> ○ Features and Steps in Qualitative Research • Methods of data collection <ul style="list-style-type: none"> ○ Participant observation ○ Unstructured interviews • Qualitative data analysis <ul style="list-style-type: none"> ○ Analytical induction ○ Grounded theory ○ Coding ○ Steps of interpretation • Presentation of data <ul style="list-style-type: none"> ○ Matrix ○ Charts ○ Tables • Report writing 	

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Recommended Basic Reading:

- Uwe Flick. Introducing Research Methods, SAGE Publication.2011

Recommended Reference Books:

- Kumar.R. (2014) Research Methodology – A step by Step guide for Beginner's (4th Ed) Pearson Education, India.
- Denzin Norman, Lincoln Yvonna (ed): Handbook of Qualitative Research, Sage, Thousand Oaks, 2000.
- Sekaran Uma & Bougie Roger: Research Methods for Business for Research –A Skill

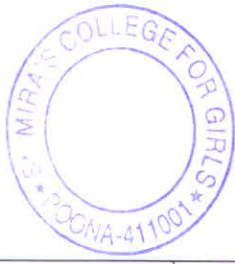
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Building Approach: Wiley India, 2011

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Faculty	Ms. Rajni Singh	<i>Rajni Singh</i> 23/8/21
Faculty	Ms. Shanthi Fernandes	<i>Shanthi</i> 23/8/21
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Subject Expert (Outside SPPU)	Prof. Sumita Joshi	<i>Sumita Joshi</i> 23/8/21
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Alumni	Ms. Shivani Sinha	<i>Shivani Sinha</i> 23/8/21

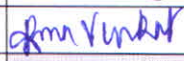
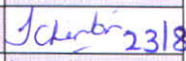
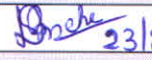
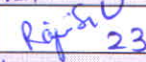
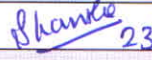

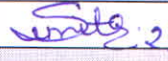
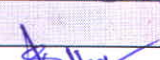


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Research Methodology for Business**
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