

Business Administration –III
Theory and Practice of Marketing

Semester V	Subject Code: C51709	Lectures : 60
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Objectives:

- To lay a theoretical foundation for understanding the dynamics of the marketing world
- To develop an understanding and appreciation of the application of marketing concepts and practices in the real world

Unit 1: Introduction to Marketing	8
<ul style="list-style-type: none"> • Marketing: <ul style="list-style-type: none"> ○ Meaning ○ Concepts • Evolution • Approaches • Functions • Benefits and Limitations of Marketing • Understanding Ethical Marketing Behaviour <ul style="list-style-type: none"> ○ Societal culture and norms ○ Business culture and industry practices 	

Unit 2: Selecting Target Markets	12.
<ul style="list-style-type: none"> • Consumer Buying Behaviour: <ul style="list-style-type: none"> ○ Concept • Factors Influencing Buyer Behaviour • Buyer Decision Process • Industrial Buyer Behaviour Vs. Domestic Buyer Behaviour • Consumer Behaviour across International Borders • Market Segmentation: <ul style="list-style-type: none"> ▪ Meaning ▪ Benefits and Limitations • Bases of Market Segmentation • Levels of Market Segmentation • Developing a position within the target market 	

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 ○ Product branding ○ Planning for growth <ul style="list-style-type: none"> ▪ Market Penetration ▪ Product Development ▪ Market Development ▪ Diversification • Promotion- <ul style="list-style-type: none"> ○ Elements of Promotion Mix: <ul style="list-style-type: none"> ▪ 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 ▪ Price- Adjustment Strategies • Place: <ul style="list-style-type: none"> ▪ Types of Channel members ▪ Channel design decisions ▪ Physical Distribution Decisions 	

Unit 4: Strategic Marketing Process	12
<ul style="list-style-type: none"> • Marketing Research: <ul style="list-style-type: none"> ▪ Meaning ▪ Need ▪ Classification- Problem Identification and Problem Solving Approach ▪ Marketing Research Procedure • Planning Phase <ul style="list-style-type: none"> ▪ Planning Framework ▪ Guidelines for effective Marketing Plan • Implementation Phase <ul style="list-style-type: none"> ▪ Essentials of effective implementation • Market Evaluation and Controls: <ul style="list-style-type: none"> ▪ Types ▪ Process ▪ Obstacles to marketing control ▪ Marketing Audit 	

Assignments and library hours – 12 hours

Reference Books:

- Bose Biplab S. (2010), “Handbook of Marketing Management”, 3rd Ed, Mumbai, Himalaya Publishing House.
- Davar Rustom S. (2003), “Modern Marketing Management”, 7th Ed, New Delhi, Universal Book Stall.
- Dr. Chatterji B. K. (1998), “Marketing Management: a Finance Emphasis”, 3rd Ed, Mumbai, Jaico Publishing House.
- Gandhi J. C. (1985), “Marketing: a Managerial Introduction”, Delhi, Tata McGraw-Hill Publishing Co. Ltd.
- Kerin Roger A, Hartley Steven W, Berkowitz Eric N, Rudelius William (2007), “Marketing”, Tata McGraw-Hill Publishing Co. Ltd. 8th Ed. New Delhi.
- Kotler Philip, Keller, Koshi, Jha (2010), “Marketing Management”, 13th Ed, New Delhi, Prentice Hall of India Pvt. Ltd.
- Parmeswaran, (2002), “ Brand Building Advertising: Concepts and Cases” 1st Ed, New Delhi, Tata McGraw-Hill.
- Saxena Rajan (2009), “Marketing Management”, 4th Tata McGraw Hill.
- Ramaswamy V.S., Namakumari S., (2009), “Marketing Management”, New Delhi, McMillan Ltd.

Suggested Reading:

Journals:

- Indian Journal of Marketing, New Delhi
- Harvard Business Review, Noida
- Journal of Commerce and Management, Pune

Websites:

- JSTOR database by INFLIBNET
- NLIST database by INFLIBNET
- Academic Search Elite database by EBSCO-HOST

**Business Administration- III
Changing Face of Marketing**

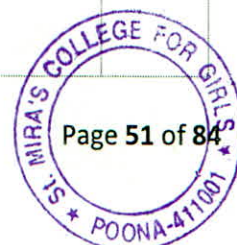
Semester VI	Subject Code: C61709	Lectures: 60
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Objectives:

- To help students gain knowledge of contemporary areas in Marketing.
- To understand the significance of recent trends in the field of Marketing.
- To help students challenge themselves to look beyond the patterns of change.

Unit 1: Goods Marketing	16
<ul style="list-style-type: none"> • Trends in Demand : <ul style="list-style-type: none"> ○ Concept ○ Personalisation ○ Resource sharing and community building • Trends in Supply <ul style="list-style-type: none"> ○ Concept ○ Service brands ○ Flawsome brands • Trends in Marketing Research <ul style="list-style-type: none"> ○ Concept ○ Desk Research ○ Social Media Research • Trends in Advertising: <ul style="list-style-type: none"> ○ Concept ○ Experiential Marketing ○ Influencer Marketing 	

Unit 2: Services Marketing	12
<ul style="list-style-type: none"> • Services Marketing: <ul style="list-style-type: none"> ○ Meaning ○ Characteristics of Services ○ Service Marketing Mix • Applying Product Marketing Techniques to Services: <ul style="list-style-type: none"> ○ Concept ○ Benefits • Direct International Sale of Services: <ul style="list-style-type: none"> ○ Elements ○ Benefits • Niching of Services: 	

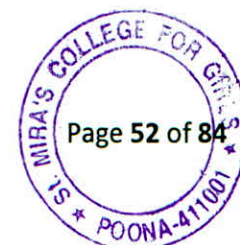


<ul style="list-style-type: none"> ○ Concept ○ Need ○ Benefits ● Branding of Services: <ul style="list-style-type: none"> ○ Concept ○ Benefits ○ Brand Engagement ● Integrated Digital Campaigns : Concept 	
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Unit 3: Retailing	12
<ul style="list-style-type: none"> ● Retail Merchandising: <ul style="list-style-type: none"> ○ Meaning and Concepts: <ul style="list-style-type: none"> ▪ Merchandise Mix ▪ Merchandise Line ▪ Fashion ▪ Fads ● Retail Franchising: <ul style="list-style-type: none"> ○ Meaning ○ Pros and Cons ● Retail Renaissance: <ul style="list-style-type: none"> ○ Meaning ○ Drivers ○ Benefits ● FDI in Indian Retailing: <ul style="list-style-type: none"> ○ Pros and Cons ● Omni-channel Retailing <ul style="list-style-type: none"> ○ Means ○ Advantages 	

Unit 4: Case Studies in Marketing	08
<ul style="list-style-type: none"> ● Case Studies : ○ Approaches to Case Study Solving ● Product Mix ● Price Mix ● Place Mix ● Promotion Mix ● Consumer Behaviour 	

Assignments and library hours – 12 hours



Reference Books:

- Berman Barry & Evans Joel R. (2006). "Retail Management: A Strategic Approach" 10th Ed., New Delhi, Prentice-Hall of India Pvt. Ltd.
- Dhunna Mukesh (2012), "Services Marketing" 1st Ed., New Delhi, Wisdom Publication
- Pradhan Swapna (2007). "Retailing Merchandising", New Delhi, Tata McGraw –Hill.
- Kerin, Roger.A, Hartley Steven W, Berkowitz Erin, n, Rudelius William (2007):"Marketing", tata McGraw Hill Publishing Co. Ltd, 8th ed., New Delhi.
- Ramaswamy V.S., Namakumari S., (2009), "Marketing Management", New Delhi, McMillan Ltd.
- Kotler Philip, Keller, Koshi, Jha (2010), "Marketing Management", 13th Ed, New Delhi, Prentice Hall of India Pvt. Ltd.
- Nargundkar Rajendra (2004), "Services Marketing" New Delhi, Tata Mc Graw- Hill Publishing Company Ltd.
- Parameswaran. (2002). "Brand Building advertising: concepts and cases" 1st Ed, New Delhi, Tata McGraw Hill.
- Sidhpuria Manish V. (2009). "Retail Franchising" 1st Ed., New Delhi, Tata McGraw – Hill.
- Thomason. O. Guinn, Allen, Semenik. (2007). "Advertising and Integrated Brand Promotion" 4th Ed, New Delhi, Thomson South Western.
- Zeithaml Valarie A, Bitner Mary Jo, Gremler Dwayne D, Pandit Ajay,(2006), "Services Marketing" 4th Ed., New Delhi, Tata Mc Graw- Hill Publishing Company Ltd

Suggested Reading:

Journals:

- Retailer- India's Retail & Consumer Insights Magazines, Mumbai.
- Indian Journal of Marketing, New Delhi.
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