

## Post Graduate Diploma in Marketing Management

### FIRST SEMESTER

Subject Code	Paper Name	Credit	Full Marks
101	Principles of Management	6	100
102	Principles of Marketing	6	100
103	Business Economics	6	100
104	Marketing Research (Dissertation -1)	6	100
105	Marketing Communication	6	100

### SECOND SEMESTER

Subject Code	Paper Name	Credit	Full Marks
201	Advertising & Sales Management	6	100
202	Consumer Behaviour	6	100
203	Rural Marketing	6	100
204	Computer Application in Marketing	6	100
205	Dissertation	6	100

### PAPER 101- PRINCIPLES OF MANAGEMENT

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

**Objective: The course attempt to build a strong theoretical foundation of the various functions of management .**

UNIT- I Management concepts & Evaluation of Management:

Management- Meaning, Nature, importance of Management, management as Art, Science, Profession.

Pre- Scientific Management School, Scientific Management, Administrative Management, Human Relations, Approach, Contingency approach, System Approach, Human Recourse Management Approach.

UNIT- II Business and Society.

Business Ethics and Values / Standard of Ethics, Business and Environment , Social responsibilities and Obligations of Business, Changing Scenario of Business Responsibilities.

UNIT- III Functions of Management: I

Planning: Meaning, Nature, Features, Types, Importance, steps, Objectives, Budget, Mission, Strategy, Policy, Principles, Rules, Procedures, Methods, Advantages and Limitations of Planning,

Decision making, Meaning, Types, Methods and Techniques, Business Forecasting, MBO, MBE.

UNIT- IV Function of Management -II

Organising: Concept, Importance, Principles, Foundation and Dimension of Organization, Structure, Span of Management.

Delegation and Departmentalisation: Meaning, Importance, Types and Principles of Delegation, Authority Responsibility and Accountability, Centralization vs Decentralization Principles and Basis of Departmentalisation.

UNIT- V Function of Management III

Manpower planning, Job, Analysis, Recruitment, Selection and Placement, Job, Evaluation, Induction and Training Performance Appraisal.

Directing :-Meaning, Features, Importance, Principles of Directing.

Control: Meaning, Types of control, Control Techniques- Budgetary Control Techniques, Non Budgetary Control Techniques.

Reference:

1. Principle of Management : T. Ramaswamy, (Himalaya Publishing House)
2. Management & Organizational Behaviour : Dr. P. Subhan Rao (HPH) (Text, Cases & Games)
3. Organisation Structure & design : PG Aquinas (Encel Books) (Application & Challenges)
4. Organization & Management : C R Basu (S. Chand & Co. Ltd)
5. Principles of Management: Pradeep Kumar (Kedar Nath Ram Nath & Co.)

## **PAPER 102: PRINCIPLES OF MARKETING**

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

### **Objectives:**

Introduce the field of marketing and offering to explore and analyze various basic components of Marketing.

#### **1. Introduction to Marketing:** Definition & Functions of Marketing.

Core concepts of marketing –

- a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
- b) Goods – Services Continuum, Product, Market
- c) Customer Satisfaction, Customer Delight.
- d) Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. Concept of Marketing Myopia. Selling versus marketing.
- e) Holistic Marketing Orientation & Customer Value

#### **2. Consumer Behaviour:** Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process.

**3. Marketing Environment:** Analyzing needs and trends Macro Environment - Political , Economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

#### **4. Market segmentation:** Definition, Need & Benefits. Bases for market segmentation of

consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition & USP.

**5. Marketing Mix:** Definition of each of the Four P's. Components of each P. Extended 7Ps for services. Significance in the competitive environment.

**Marketing Planning:** Contents of a Marketing Plan - Developing a Marketing Plan for variety of goods and services.

**Market Evaluation and Controls:** Generic Process of Need and Significance of marketing control. Marketing Audit.

### **Books Recommended**

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing - Stanton
3. Marketing Management – Rajan Saxena
4. Marketing Management - V.S.Ramaswamy and S.Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Rusell Winer, 6th ed.
6. Case Studies in Marketing - Indian context - R.Srinivas

## **PAPER 103: BUSINESS ECONOMICS**

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

### **Objectives:**

The course in Managerial Economics attempts to build a strong theoretical foundation for Management students. The course is mainly analytical in nature and focuses on clarifying fundamental concepts from microeconomic viewpoint. The students are expected to study and analyses the dynamics of managerial decision making through this course. Also wherever possible, students are expected to study, analyses and interpret empirical evidence and case studies available currently on various basic concepts.

1. Definition, Nature and Scope of Managerial Economics, Managerial Economics and Microeconomics and macroeconomics. Managerial Economics and decision-making. Uses and Significance of Managerial Economics.

2. Meaning and Determinants of Demand. Demand Function, Law of Demand Market Demand, Elasticity of Demand, Types and Measurement of Elasticity, Demand Forecasting. Meaning, Significance and Methods of Demand Forecasting.

3. Production Function. Law of Variable Proportions. Law of Supply. Elasticity of Supply. Measurement of Elasticity of Supply.

Costs of Production. Short run and long run costs. Economies of Scale. Cost estimation and cost forecasting. Breakeven analysis.

4. Pricing Under Various Market Forms; Perfect competition, Monopoly Monopolistic Competition. Oligopoly. Price Discrimination. Prevention and Control of Monopolies. System of Dual Prices.

5. Pricing Strategies and Methods. Cost plus Pricing. Marginal cost Pricing. Price Leadership. Transfer Pricing. Seasonal Pricing Seasonal Pricing. Cyclical Pricing.

**Recommended Books:**

1. *Managerial Economics* – Analysis, Problems and Cases, P.L.Mehta, Sultan Chand and Sons, New Delhi.

2. *Managerial Economics* - Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.

3. *Managerial Economics* – D. Salvatore, McGraw Hill, New Delhi.

4. *Managerial Economics* – G.S. Gupta – T M H, New Delhi.

5. *Managerial Economics* - Mote, Paul and Gupta T M H, New Delhi.

6. *Managerial Economics* – H L Ahuja, S Chand & Co. New Delhi.

**UNIT: I**

**Introduction to Marketing Research:** - Importance, Nature and scope of marketing research ; Marketing systems and Marketing research ; Marketing research process and organization.

Problem identification and Research Design: Problem Identification and definition; Developing a research proposal; Determining research type- exploratory , descriptive and conclusion research; Experimental designs.

**UNIT: II**

Data source : Secondary Data source and usage; online data sources' primary data collection methods- questioning techniques, online surveys, observation method; questionnaire preparation.

Attitude measurement and scaling techniques- elementary introduction to measurement scales.

Sampling plan: Universe, Sample frame and sampling unit; Sampling techniques; Sample size determination.

**UNIT: III**

**Data Collection : Organisation of field work and survey errors- Sampling and non-sampling errors.**

**Data Analysis: Univariate , bivariate and multivariate data analysis Report preparation and presentation.**

**UNIT: IV :**

**Market Research Applications: Product research ; Advertising research; Sales and market research ; International marketing research ; Marketing research in India.**

**UNIT: V :**

Marketing Report writing : Importance , steps, Study of the Specimen business research Report.

Bibliography and References:

1. Research for Marketing decisions- Paul, Donald, Herald- Prentice Hall (India)
2. Zikmund: Exploring Marketing Research, 8e, Thomson 2006
3. Naresh K.Malhotra, Marketing Research, An applied Orientation, Pearson Education Asia
4. David J. Luck, Ronald S. Rubin, Marketing Research, Prentice Hall India Limited

## **PAPER 105 :MARKETING COMMUNICATION**

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

**Objective:** - To make the students aware of importance of soft skills / Communication and develop communication of students.

### **1. Introduction to Communication skills:**

Importance of Communication, types of Communication-Verbal, non Verbal (Written and body language), Communication Process and Principles of Communication.

### **2.Verbal Communication:**

Public Speaking(Elocution/Extempore/Welcome speech/Vote of Thanks/Presentation-with and without use of Audio visual aids), Interview and Interview techniques/Personal Interview, Group Discussion and Debates

Types of verbal Communication (Grapevine, face to face, Telephonic, Negotiation, Formal and Informal etc.), Listening Skills, Barriers in verbal communication

### **3.Non Verbal-Body Language. Kinesics**

Physical Appearance,Postures,Gestures, Dress Code for Formal and Informal occasions.

(Postures and Gestures should include Hand and Legs movement, whole body movement-Sitting, standing, walking style, Facial expressions etc.), Para Linguistic, manners & etiquettes Barriers in non verbal communication.

### **4. Written Communication (35%)**

Letter Writing-types of Business Letter (internal & external business environment), types of formats ( British and American style), Resume writing formats and Job Applications

Other forms of Written Communication-Memo, Agenda, Minutes of the Meeting, Press releases, Handouts, Notice, circulars etc.)

Recent developments in modes of communication like internet, video conferencing etc.

### **5. New media:**

Meaning Characteristics, most common vehicle of new media- internet, DVD & CD ROM, digital camera, mobile phone, Tele conferencing and media convergence

1. Marketing Communication Principles and Practice, [Richard J. Varey](#), Routledge, 2002.
2. Marketing Communication: A Critical Introduction Hardcover – December 14, 2001 by [Richard Varey](#) (Author)

## **PAPER 201: ADVERTISING AND SALES MANAGEMENT**

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

### **Course Objective**

This course aims to enable students to understand the scope, significance and practical aspects of advertising and sales promotion. It also exposes the students to the functional implications and the environmental influences on integrated marketing communication.

### **UNIT – I**

Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisement – setting advertisement objectives – Advertising Agencies – Selection and remuneration – Advertisement campaign

### **UNIT – II**

Media plan – Type and choice criteria – Reach and frequency of advertisement – Cost of advertisement - related to sales – Media strategy and scheduling.

### **UNIT – III**

Message development – Types of advertisement – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio - Television - Web advertisements – Media Research – Testing validity and Reliability of advertisements – Measuring the impact of advertisement

### **UNIT – IV**

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

### **UNIT – V**

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Outsourcing sales promotion - National and international

promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions

## **REFERENCES**

1. Betch E. and Michael, Advertising and Promotion, McGraw Hill, 2003.
2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998.
3. Jaishri Jefhwaney, Advertising Management, Oxford, 2008.
4. Julian Cummings, Sales Promotion, Kogan Page, London 1998.
5. Kazmi S. H. H. and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.
6. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.
7. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education, 7th Edition, 2007.

## **PAPER 202: CONSUMER BEHAVIOUR**

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

### **Course Objective**

This course aims at enabling students to understand why and how consumers make consumption and buying decisions. This would enable them to make better strategic marketing decisions.

#### **UNIT – I**

Concepts – Significance – Dimensions of Consumer Behaviour – Application of knowledge of Consumer Behaviour in marketing decisions.

#### **UNIT – II**

Industrial and individual consumer behaviour models - Howard- Sheth, Engel – Kollat, Webstar and wind Consumer Behaviour Models – Implications of the models on marketing decisions.

#### **UNIT – III**

Psychological Influences on consumer behaviour – motivation – perception – personality - Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction.

#### **UNIT – IV**

Socio-Cultural Influence, Cross Culture - Family group – Reference group – Communication – Influences on Consumer behaviour

#### **UNIT – V**

High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation – Managing Dissonance - Emerging Issues – case studies.

#### **REFERENCES**

1. Assel, Consumer Behavior - A Strategic Approach, Biztranza, 2008.
2. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.
3. Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2nd Edition.
4. Indian Edition, 7th Edition 2005.
5. Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza,2008.
6. Leon G.Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education,India, 2002.
7. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill,
8. Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd.,2003.

#### **PAPER 203: RURAL MARKETING**

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

#### **Course Objective**

The objective of this course is to enable students to understand the importance of rural market and rural customers. The students are exposed to the unique requirements of the rural market.

#### **UNIT I**

Defining rural market – profile of rural market and rural consumers – characteristics specific to rural consumer – rural marketing opportunities and challenges.

#### **UNIT II**

Rural market segmentation – bases of segmentation – selecting target market – product positioning in rural markets.

#### **UNIT III**

Rural consumer behaviour – changing trends – rural consumer decision making process – influencing factors.

#### **UNIT IV**

Products and services – designing innovative products and services to rural market – pricing methods – methods of distribution – role of cooperative sectors – public distribution system.

#### **UNIT V**

Designing advertisement campaigns for rural markets – media choice – sales promotion techniques – personal selling and publicity – impact of information technology on rural communication.

## REFERENCES

1. Krishnamachariyula, Cases in Rural Marketing, Person Education, 2003.
2. Krishnamachariyula, Rural Marketing text of cases, Person Education, 2002.
3. Pradeo Kashyap and Siddhartha raut, The Rural Marketing, Biztantra, New Delhi, 2004.
4. Ram Kishen, New Perspectives in Rural and Agricultural Marketing, Jaico Publishing House, Mumbai 2005

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

## PAPER 204 : Computer Application in Marketing

**Marks: 100 [ Terms and Examination 70]  
[ internal Assessment -30]**

Objective: The purpose of this course is to develop understanding of Web- based Commerce and equip them to assess e-commerce requirements of a business and develop e-business plans and to interact with various IT professionals who may be developing e-commerce applications.

### Course Outline:

Unit-1:Introduction to Electronic Commerce: Meaning, nature and scope; Business application of e-commerce; Global trading environment and adopting of ecommerce, Evolution of World Wide Web. Future of Web.

Business Models of E-Commerce; B2B, B2C, B2G and other models of ecommerce; Applications of e-commerce to supply chain management

Unit-2: Electronic Payment System: Types of payment systems –e-cash and currency servers, e-cheques, credit cards, smart cards; electronic purses and debit cards; Operational, credit and legal risk of e-payment, Risk management options for epayment systems, Set standards.

Unit-3: Security Issues in E-Commerce: Risks of e-commerce –Types and sources of threats, Protecting electronic commerce assets and intellectual property; Firewalls; Client server network security; Data and message security; Security tools; Digital identity and electronic signature; Encryption and concepts of public and private key infrastructure; Risk management approach to e-commerce security.

International cyber laws – cyber laws – Aims and salient Provisions; Cyber laws in India and their limitations; Taxation and e-commerce, Ethical Issues in ecommerce.

**Unit-4: . MS-Word, Excel**

**MS word – Introduction**, Creating, opening, closing, saving and editing a word Document; Insert header and footer in the document; Create a link between two files using Hyperlink. ; Create a mail-merge and add data of 5 recipients; Protect a document; Implement macro.  
MS-EXCEL- Introduction, Data entry; filter data; Sorting data in ascending and descending order; the use of goal seek; use of different functions.

#### **Unit-5: Powerpoint, Introduction to tally**

MS-POWERPOINT: Introduction, Create slides in PowerPoint ; Make a master slide; Insert Animation; Insert a background in PowerPoint; Features of tally ; creation of company by tally ; preparation of balance sheets.

Suggested Readings:

1. Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi : Pearson Educatin).
2. Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (New Delhi : Pearson Education).
3. Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (new Delhi : Pearson Education).
4. Smith, P.R. and Dave Chaffey (2005), eMarketing eXcellence; The Heart of eBusiness (UK : Elsevier Ltd.)

#### **PAPER 205: Dissertation 70 Marks , Viva-voce -30 Marks**

1. Viva-voce examination will be conducted in the Department and one external member from other department will be invited as external expert to conduct the Viva- Voce examination.
2. The average marks of two examiners- one of them is concerned supervisor and the other external examiner nominated by the HOD will be taken in to consideration. However, for Viva-Voce the average marks given by the concerned supervisor, HOD & external expert will counted.