Course I : MARKETING MANAGEMENT

**Module: I**  Introduction, Concepts of Marketing, Marketing Environment, Marketing Mix.

**Module: II**  Consumer & Business Markets, Consumer behaviour, Determinants of buying behaviour, Business buying situations.

**Module: III**  Market Segmentation, Bases for customer market segmentation, market targeting & positioning, Business market segmentation.

**Module: IV**  Product & product life cycle, Product mix & new product development, pricing & promotion

**Module: V**  Distribution channel & Channel Management, Physical distribution and logistics management. Retailing & wholesaling, direct marketing.
Module: I Introduction to service marketing, Service marketing mix, Marketing in important service sector.

Module: II consumer knowledge in services marketing, customer expectations and targeting of services, customer satisfaction managing and service encounter, customer relationship management and service recovery.

Module: III Designing and positioning of services, pricing strategies for services, planning and managing service delivery, Integrated service, management communication.

Module: IV service the people dimension, vision and value chain, service strategy

Module: V Marketing of financial services, hospitality services, tourism and travel services, health-services, education and professional services, public utility services. Business Process Outsourcing and Knowledge Process Outsourcing
Course III: INDUSTRIAL MARKETING


MODULE: II  The nature of industrial buying, Organizational Buying , Buying models and buying center concept , Vendor analysis, rating vendor performance,

MODULE: III  Strategy planning In Industrial Markets: decisions support system, Assessing market opportunities, marketing research for Industrial products, Micro & Macro variables for segmenting market, Target marketing and positioning, Differentiated and undifferentiated Marketing and positioning,

MODULE: IV  Developing product strategy, analyzing industrial product life cycle, developing strategies for existing and new products. Service Strategy: Standardization V/S non standardization of parts, types of technical assistance and organization for technical assistance and difficulties in rendering technical assistance.

MODULE: V  Industrial distribution Channel and marketing logistics, vertical channel members
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Course IV : SALES AND LOGISTICS MANAGEMENT

**MODULE: I**  Personal Selling and sales planning and budgeting, estimating market potential, sales forecasting, sales management overview

**MODULE: II**  Organizing the sales efforts - functions and qualities of sales executives, salesmanship etc., recruiting, selection and training the sales force.


**MODULE: IV**  Distribution Management - Marketing channels, retailing and wholesaling,

**MODULE: V**  Logistics management - key logistics activities viz customer services, demand forecasting, inventory management, materials handling, communication order processing, packaging, traffic and transport, warehousing and storage. Developing logistics strategy, logistics information systems, organizing for effective logistics implementation, logistics strategy. Computer packages used in logistics.
Course V : ADVERTISING AND SALES MANAGEMENT

Module: I Advertising meaning - definition, Scope and importance form the view points of marketing, society and Economy, Role of Advertising in marketing and promotion mix. Advertising's relationship with personal selling, publicity, propagandas and advertising aids. Various form of advertising, primary and secondary Institution, product and service, informative, persuasive and reminder. Consumer, industrial and trade co-operative, national and social, corporate, and social. Comparative, corrective, counter and classified advertising.

Module: II Advertising campaign and campaign planning. Integration communication model, DAGMAR. Advertising budgets, , Various methods of advertising budgeting. General copy principles, illustration, copy, Types of television commercials.

Module: III Advertising media planning: Advertising media, various types of print media. Electronic, Mural, outdoor display, fairs and exhibitions, factors affecting media selection, and media planning, process scheduling, media research.


Module: V Sales promotion, various types of sales promotions.
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**Course VI: INTERNATIONAL MARKETING**


**MODULE: III** Institutional Export financing;. Pre-shipment finance, and Post -shipment finance. Commercial banks, EXIM bank Export procedure and Documentation, EXIM policy, ECGC, Quality control and pre-shipment inspection.


**MODULE: V** Globalization, MNCs and international trade; Regulation of MNCs; MNCs in India. Argument for and against MNC.