

## SPECIALIZATION IN MARKETING MANAGEMENT

### 5.1 SALES MANAGEMENT

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#### RATIONALE

The purpose of this course is to develop understanding and skill about concepts, method and strategies of sales management. It also aims at developing various competencies to tackle different sales related problems and train the student to become effective sales force to bring money into the organization and become an bread earner for self and organization

#### DETAILED CONTENTS

1. Introduction (6 hrs)  
Meaning and objectives of sales management, responsibilities of sales manager; role of sales manager as leader of sale force, sales management and marketing management relationship
2. Organization of the Sales Department (8 hrs)  
Objectives; determination of functions; types of sales organizational structures; sales department's relations with other departments
3. Salesmanship (8 hrs)  
Meaning, scope, importance and limitations; prospecting; process of selling; focus on customer satisfaction and building seller customer relationship
4. Sales Force Management (10 hrs)  
Quantitative and qualitative planning of sales force; recruitment and selection; training, motivation, compensation; appraisal of performance and promotion; direction and control of sales force
5. Management of Sales (6 hrs)  
An introduction to retailing system, retailing definition, structure, retailing mix, retail store location, flow, retail pricing Objectives of sales forecasting; methods and procedures of sales forecasting; sales budgets, budgetary procedure
6. Sales Territories and Quotas (7 hrs)  
Establishing territories; assigning territories; reasons for selling and using quotas; types of quotas and quota selling procedures; administering the quota system
7. Sales Promotion Techniques (5 hrs)  
Consumer oriented techniques; salesman oriented techniques; dealer oriented techniques, government department oriented techniques

8. Direct marketing definition scope and importance of direct marketing, direct marketing mode, tele marketing, catalogue marketing, network marketing, data base marketing, changing face of direct marketing (8 hrs)
9. Industrial Selling (4 hrs)  
Nature and characteristic of industrial goods; procedures in buying industrial goods; role of service in industrial selling
10. Sales Policies and Procedures (4 hrs)  
Terms and conditions of sale; handling complaints
11. Case studies on above mentioned topics

### **RECOMMENDED BOOKS**

1. Sales Management Decision, Policy by R Still and Cundif
2. Salesmanship by Upatric, CA
3. Sales and Sales Management by A Allere
4. Management of Sales Force by status and Busluric
5. Sales Managers' Handbook by Asply and Other
6. Sales Managements by dr. Phillips
7. Sales Management and Sale Promotion by Dr. MJ Mathew

### **TUTORIAL ASSIGNMENTS**

1. Each student has to be assigned a product for which he has to prepare a sales plan and its presentation before submission
2. Relationship between sales and marketing management
3. Study of structure and function of sales department of some reputed organisation
4. Practices of salesmanship
5. Fixing of sales territories of some reputed concern
6. Alternative channels of marketing management
7. Sales procedures and policies of some reputed organisations

## 5.2 ADVERTISING MANAGEMENT

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### RATIONALE

The subject aims at acquainting students with concepts, techniques of advertising management. It would also provide opportunity to students to get experience in the application of concepts for developing effective advertising. The student will be able to understand another line in marketing and it will help him in choosing a career in advertising

### DETAILED CONTENTS

1. Introduction (6 hrs)  
Meaning, scope and importance of advertising, Distinction between advertising, publicity and propaganda; types of advertisement
2. Uses and Abuses of Advertising (10 hrs)  
Benefit of advertising  
  
Advertising and Consumer  
  
Advertising and Society  
  
Objections leveled against advertising  
  
Is advertising a wasteful expenditure  
a) Economic objections  
b) Social objections  
c) Ethical objections
3. Creating an Advertisement – Determinants of Target Audience (8 hrs)  
Headline and its various types; illustrations, copy and the type of copy; techniques of layout; typography and its importance in advertising
4. Media Selection (6 hrs)  
Role and importance of media/advertising agency, types of media, their weaknesses and strengths  
a) Media planning  
b) Media schedule
5. Research and Planning an Advertising Campaign (6 hrs)  
Determining the objectives of the campaign (DAGMAR); research for advertising planning; coordinating the advertising programme; testing the advertising programme
6. Preparing advertising budget (3 hrs)

7. Legal, aspects of advertising (8 hrs)  
Awareness of laws strictly relating to advertising – general advertising regulations with particular emphasis on patents and trade marks; self regulation in advertising
8. Public Relations - Introduction (10 hrs)  
Definition of public relations and its components, public opinion; public relation and corporate image; ethics of public relations – code of ethics; public relation vs propaganda, publicity and advertising

### **RECOMMENDED BOOKS**

1. International Marketing by Vern Terpstra
2. Global Marketing Management by Warren J Kelgan
3. Mass Commission in India by DS Mehta
4. Practical Public Relations by DBT (Parapur Wala)
5. Advertising by John S Wright, Daniel S, Warner and Wills Winter, Jr
6. Advertising – Mass Communication Marketing by Little field and CA Kirkpatrick
7. Advertising Procedure by Otto Kleppner
8. Advertising – Its Role in Marketing by SW Dunn and AM Barban
9. Advertising Management by Boyd and Newman
10. Advertising and Selling by R Crisp
11. Advertising Management by Borden and Marshal
12. Lectures on Public Relations by KR Balan, Sultan Chand Sons
13. Introduction to Advertising and Promotion 3<sup>rd</sup> Ed., Chicogo Irwin, 2002
14. Advertising Management 4<sup>th</sup> Ed. by Rajeev Balu, Prentice Hall of India, New Delhi, 2002

### **TUTORIAL ASSIGNMENTS**

1. Presentation on uses and abuses of advertising
2. Impact of advertising on society
3. Developing copy of some services
4. Selection of media for advertising of some durable goods
5. Research on pre and post advertising impact of some advertisements
6. Preparing advertising budget of some product
7. Study of functions of public relations of some reputed concern

## 5.3 CONSUMER BEHAVIOUR AND MARKETING RESEARCH

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### RATIONALE

Marketing and sale personnel are needed to conduct marketing research for deciding market strategy. Objective of this subject is to familiarize students with the role, techniques and process of marketing research and make them aware of basics of consumer behaviour and factors influencing buying decision process. Focus in part A i.e. Consumer Behaviour shall be more on practice than theory and every student shall submit a marketing research report based on his/her study of some marketing problems.

### DETAILED CONTENTS

#### Part A: Consumer Behaviour

1. Introduction: (8 hrs)  
Meaning, nature and importance of consumer behaviour; model of consumer decision-making (Howard and Sheth Model, Nicosia Model, Engle and Blackwell Model).
2. Consumer Decision Making process: (4 hrs)  
input, process and output
3. Internal determinants of buying behaviour: (8 hrs)  
Needs and motives; perception; learning; attitudes; personality and life style
4. External Determinants of buying behaviour (8 hrs)  
Family; groups, social class, culture.

#### Part B: Marketing Research

1. Introduction: (8 hrs)  
Meaning, scope and importance of marketing research; own vs. agency marketing research; marketing information system; meaning, need and components, marketing information system and marketing research; marketing research process-I an overview; problem definition, formulation and preparation of research proposal.
2. Primary Data Collection: (8 hrs)  
Primary data collection methods; mail survey, telephone survey and interviews and their evaluation; observations; experimental methods, questionnaire preparation and administering, organizing fieldwork for a collecting data.
3. Research Design and Information Sources: (6 hrs)  
Meaning and scope of research design; types of research designs, exploratory, descriptive and conclusive; sources and uses of secondary data, collection of secondary data.

4. Sample Design and Data Processing: (6 hrs)  
Determining universe, sampling frame and sampling unit; determining sampling method; non probability and probability methods; sample size determination; sampling errors vs. non-sampling errors.
5. Data processing, tabulation, analysis and report preparation. (6 hrs)
6. Applications of marketing research: (6 hrs)  
Sales forecasting, advertising research; motivation research.
7. Case studies on related topics.

### **RECOMMENDED BOOKS**

1. Marketing Research by DD Sharma; Sultan Chand and Co., New Delhi.
2. Marketing Research – Text and Cases by Harper W Boyd, Ralph Westfall and Stanley F Stasch A
3. Marketing Research by GC Beri
4. Marketing Research by David J Luck and Renald S Rubin
5. Marketing Research by David A Aaker and George S
6. Marketing Research; Analysis and Measurement by Peter M Chisnall
7. Marketing Research by Paul Green and Donald Tall
8. Consumer Behaviour by Leon G Schiffman and LL Kanuk
9. Consumer Behaviour by James F Engel and Roger D Blackwell
10. Consumer Behaviour; An Information Processing Perspective by B Strenthal and CS Craig
11. Consumer Behaviour by WL Wilkie

### **TUTORIAL ASSIGNMENTS**

1. Seminar on consumer decision making models
2. Conduct a study on consumer buying behaviour of some consumer goods
3. Seminar on marketing information system
4. Conduct a survey on any market problem
5. Develop a marketing research design relating local market
6. Conduct a observation study on any topic relating to transport industry
7. Develop a sampling plan for some research project relating to students of the 1<sup>st</sup> semester
8. Collect data (secondary) related with any marketing problems relating families of the student.

## 5.4 INTERNATIONAL MARKETING

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### RATIONALE

The objective of the paper is to familiarize the students with basic concepts, techniques and process of international marketing. It is also aimed at to enable them to gain knowledge about India's foreign trade policy, institutional framework and procedures so as to be able to carry out export and import based transactions as the world is reducing to a global village and customers want international standard of all goods and services

### DETAILED CONTENTS

1. Introduction to International Marketing (8 hrs)  
Meaning, nature and scope of international marketing; international marketing distinguished from domestic marketing. Exporting, international trade and international business; international marketing management process - an overview
2. International Marketing Environment (10 hrs)  
Geographical, demographic, economic, political, legal, socio cultural environments – their nature and effects on international marketing operations; tariff and non tariff barriers; WTO, UNCTAD, Generalized system of preferences (GSP); Regional economic groupings – European union (EU), NAFTA, ASEAN etc. Facilities and incentive schemes for exporters
3. International Product/Market Selection and Entry Modes (8 hrs)  
Selecting products; selecting market, various modes of entry into international markets and their evaluation –export licensing/franchising, contracting, joint venture, setting up wholly owned subsidiary
4. International Product Planning (8 hrs)  
Product in international context, standardization vs. adaptation decision, other considerations; packaging, branding, after sales services, ISO 9001 : 2000 quality system standard
5. International Pricing (6 hrs)  
Factors influencing price, pricing methods, decisions and pricing process; price quotations and related considerations
6. International Distribution (6 hrs)  
Types and functions of foreign distribution channels; selection of middlemen; distribution logistics – transportation and warehousing decisions
7. International Promotion (6 hrs)  
International advertising – standardization vs. adaptation, selection of media, selection of agency, measuring, advertising effectiveness

8. India's Foreign Trade Policy (6 hrs)  
Direction and composition of India's foreign trade, export – import policy of current year
9. Export - procedures and documentation (6 hrs)  
Export import procedures, export import documentation
10. Case Studies on related topics

### **RECOMMENDED BOOKS**

1. International Marketing by Vern Terpstra
2. Global Marketing Management by Warren J Kelgan
3. International Marketing Management by Subash C Jain
4. International Marketing Management by John Foyerweather
5. International Marketing by Phylip R Cateora
6. International Marketing – Indian Perspective by RL Varshney and B Bhattacharya
7. Import Export Policy by Ministry of Commerce, Government of India
8. Export Management by TAS Balagopal

### **TUTORIAL ASSIGNMENTS**

1. Seminar presentations on selected topics which will not be covered by teacher in the class
2. Assignment to each student on exporting of a selected product (hypothetical) and preparing procedure and documentation for this purpose
3. Presentation of the export assignment ( as given in No. 2) in the class by each student or group of students
4. WTO and its implications will be discussed in the class
5. Case studies on each of the topics given in syllabus may be discussed in tutorial sessions
6. Nabhi's exporters Manual and documentation
7. Nabhi's New Import – Export Policy Procedure
8. Paras Ram Export what, where, and how; Delhi Anupam publication



## 5.5 MARKETING OF SERVICES

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### RATIONALE

Strength of an organization is known by quality of services. The basic purpose of this course is to develop the students in new area of marketing of services as practical work is becoming more professional and a great scope lies in future to come for employment or self-employment in this subject. The scope of students is rising many folds in this line of marketing so proper exposure can make a student self motivated to a job or self-employment

### DETAILED CONTENTS

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| 1. | Service as a Market Concept  | (20 hrs) |
|    | - Nature, objective and Types of services  |          |
|    | - Introduction to marketing of services with special reference to agriculture, hospital, tourism and hospitality |          |
|    | - Growth of service sector in Indian economy, social marketing in India  |          |
| 2. | Application of marketing research in service sector  | (10 hrs) |
| 3. | Tools and techniques for analyzing service markets   | (10 hrs) |
| 4. | Behavioural model, planning the service marketing mix  | (8 hrs)  |
| 5. | Evaluation of concept of planning service package, pricing and distribution of service                           | (8 hrs)  |
| 6. | Mass and localized promotion of service packages; organizing institutional set up for service marketing          | (6 hrs)  |
| 7. | Information and auditing of marketing services   | (6 hrs)  |

### RECOMMENDED BOOKS

1. Marketing of Services by Lovelock, Christopher, Prentice Hall
2. Marketing of non-profit Organization by Philip Kotler Prentice Hall, India
3. Marketing of Services by SN Jha, Himalaya Publication

### TUTORIAL ASSIGNMENTS

1. List of services in all types of services

2. Estimation of activities in five social marketing programmes in India
3. Estimation of tools and techniques in different service activities
4. Plan service marketing mix for tourism and entertainment
5. Pricing of services (quality-wise)
6. Practice of hospitality in different events of the institution

## 5.6 CASE STUDY IN MARKETING MANAGEMENT

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The cases relating to the subjects in specialization of Marketing Management are to be studied exclusively and any similar problem/case from the topics will be assessed by external examiner for evaluation. The topic must be chosen at least 3 each from sales management, advertisement, market research, international marketing and marketing of services

### RECOMMENDED BOOKS

1. Marketing Management by Philip Kotler; Prentice Hall of India, New Delhi
2. Marketing Management by Stanfon; Tata MecGraw Hill

## 6. PRACTICAL TRAINING/PROJECT WORK

**16 Weeks**

### RATIONALE

The sixteen weeks practical training is the most important part of the curriculum where the students will be given finishing touch to come out as a successful person from a raw product for self-employment/service. During his first five, semesters of study he gets little exposure of industrial environment through industrial visits. He has to undergo exhaustive practical training in some good business organization, which he will opt as per specialization of the course of his interest for developing specific work related competencies. Before actually, going to the business organization the student will be given detailed instructions in written about the what he will do in the business organization regarding discipline, etiquettes, manners and actual learning. The student will be supervised behaviour skill guided all through the training by a faculty member. The teacher will be responsible for chalking out plan, monitoring progress of student and assist him in achieving the desired objectives.

The criteria for selection of company (business organization) would be based upon:

1. Goodwill of the company
2. Strength of manpower for training of HRM students
3. Sales turn over of the company for marketing students
4. Placement potential in the training organization
5. Existence of training and development department will be preferred
6. Professional approach in management
7. Proximity within or near Haryana State
8. Suitability of the students with reference to specialization
9. The choice of students will be as per merit in the examination, interest and aptitude

### Training

During the training period the student has to spend first eight weeks in learning various functions, procedures and activities of different departments/section in the business organization as

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| 1. Production                        | One week  |
| 2. Personnel (HRD)                   | Two weeks |
| 3. Finance and Accounts              | One week  |
| 4. Computer Section (MIS/IT Section) | Two weeks |
| 5. Marketing                         | Two weeks |
| 6. Materials (Purchase and Stores)   | One week  |

For this break up the training company would be requested to make a schedule of the programme and send written communication to all its departments as well as to the institute. During training

period the students has to remain in the premises of business organization/industry at a pre-planned place and learn as per their programme

### **Training Diary**

Each student has to maintain a diary in which he will record/writing the details of work/ activity progress, the diary has to be got checked by the concerned officer/section incharge

### **Preparation of Training Report**

The student has to keep record in their training diary regarding organization structure, number of persons working, their designations and nature of duties performed and all other activities relating to work. After the completion of training the student will submit training report to the Head of the Department within 15 days

### **Staff Visit**

One faculty member from the institution will visit the business organization to monitor the performance and working of the student and will guide the students in finalization of the project and will provide help for other difficulty being faced by the student. At least two visits will be there

### **Project Work**

After carefully having understanding of the working environment of the business organization the student has to undergo a major project work in consultation with company and its guide from the institution in his related field of specialization i.e. Human Resource Management or Marketing Management. The selection of the topic of the project would be from the list provided by the institution or any other problem being faced by the company in the relevant field and the company is interested in getting its solved through survey by the student in consultation with the institute.

The student is expected to undergo detailed study regarding the topic from books and available journals and prepare a questionnaire duly approved by the company and the faculty. He will collect the relevant data with the help of questionnaire and observation method. He/she is expected to complete the project report in a nice manner (types and bind) after getting consultation from the guide of the company and guide from the institution

He is supposed to prepare four copies of the project report. Out of which one copy will be submitted to the training organization and the master copy will be examined by the external examiner duly appointed by the Registrar, Technical Education, Haryana, he being either a professional from industry or educationist of the field or both but from outside the company and the institute. The viva-voce examination regarding project report will finalize the assessment by the external examiner.