

BBM – 651: CONSUMER BEHAVIOR

Objectives: To familiarize the participants with the factors influencing the consumers Behavioral pattern at individual and group level.

MODULE –I

6 Hours

Introduction to Consumer Behavior:

Meaning, Characteristics, Interdisciplinary nature of CB, Application of CB, Market segmentation and CB: Bases, Criteria, and Determinants of CB: individual and environmental determinants

MODULE –II

10Hours

Individual determinants of Consumer behavior

Personality, Motivation, Perception, Learning, Attitudes – concepts only

MODULE -III

12 Hours

Consumer Decision making: Process/levels

Problem recognition, Pre purchase search, purchasing process, Post purchase behavior

Models of decision making

Nicosia, , Webster and Wind

MODULE – IV

9 Hours

The family

Functions, FLC stages, Family decision making, Dynamics of husband wife decision making. Role of child in decision making

MODULE – V

9 Hours

Social Class

Categories, Measurement of social class, Life style profiles, VALS, AIOS, Social class mobility. CB application of social class

MODULE – VI

9 Hours

Influence of Culture and Subculture on Consumer Behavior

Characteristics, Measurement of Culture – Content analysis, Consumer Fieldwork
Subculture – religious, regional, racial, age and gender, culture – religious, regional, racial, age and gender

MODULE –VII

10 Hours

Diffusion of Innovation

Innovation, Diffusion process, Channels of communication, Social system and time, Stages - adoption process. Information sources

MODULE - VIII
Organizational Buying Behavior

10 Hours

Nature, Purpose, Factors, Organizational buying decisions: Types, Process,

RECOMMENDED BOOKS :

1. Leon. G. Shiffman and Leslie Kanum , Consumer Behavior, Pearson Education , New Delhi.
2. David Louden and Albert .D.Bitta, CONSUMER BEHAVIOR Concepts and Applications, 4th Edition, McGraw-hill International Inc. 1993.
3. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, (biztantra)
4. Hawkins, roger and Kenneth Coney, Consumer Behavior Building, Marketing strategy, Tata McGraw Hill, 2000
5. Peter and Olson, Consumer Behavior and Marketing Strategy, Boston, Irwin,1993
6. Michael R. Solomon, consumer Behavior, Prentice Hall of India.
7. Satish Batra. Consumer Behavior , Excel Books

Objectives: To acquaint the students the major concepts and techniques of brand equity and the emerging trends in branding

MODULE 1

5 Hrs

Basic Concepts of Branding: What is a brand? Importance of brands to consumers, Unchanged and changed aspects of branding.

MODULE 2

10 Hrs

Brand Awareness: Levels of Awareness Pyramid Brand Recognition and Brand Recall Logos and Trademark, Characters, Slogans, Jingles, Packaging, Value creation through brand awareness Powerful Brands in India

MODULE 3

12 Hrs

Brand Image: Types of Brand Association- Attributes, Benefits, Attitudes, Tri-component Attitude Model, Brand Positioning, Sources of Secondary Brand Association-Multi Component Attitude Model, Measurement of Brand Association – Indirect Approach Projective Technique, Direct Approach.

MODULE 4

8 Hrs

Perceived Quality: Value Creation through perceive quality, Marketing Programs for perceived quality

MODULE 5

10 Hrs

Brand Loyalty: Levels of brand loyalty, strategies to build and maintain Brand Loyalty, BRM Process, Intergrading BRM with CRM, Measurement of Brand Loyalty, and Brand as an asset

MODULE 6

12 Hrs

Brand Equity: Based on cost – historical cost, replacement cost, market value method, discounted cash flow method, inter-brand method. Based on price: Price Premium, market share equalization, price premium at indifference. Based on Consumer: Brand Knowledge Attribute rating and Blind Test

MODULE 7

12 Hrs

Brand Extension: Types of Brand Extension, Line and Category Extension, Pros and Cons of Brand Extension-Need for extension, Multi-Brand Strategy,, Geographical Expansion

MODULE 8

6 Hrs

Brand Building in Indian Market: Managing Premium brands, Constituents of Premium, Branding in different sectors-customer, industrial, retail and service brands.

RECOMMENDED BOOKS

1. Jean Noel Kapfener “Strategic Brand Management” – New York Global Business Press
2. David. A. Aker “Building Strong Brands” – Simon and Schuter
3. Joe Marcon “The Brand Marketing Book” – NTC Books, Chicago
4. Henry D. “Road to Brand Equity” – H P H, Delhi
5. Tapan K. Panda “Building Brands in Indian Market” – excel Books
6. Y L R Murthy “Brand Management” – Vikas Publishers, New Delhi
7. Naveen “Brand Management” – Hydrabad ICFAI Press

Objective: To familiarize the students with the relevant principles and practices of advertising and media management within the legal framework

Module 1:

Introduction to advertising

5 hours

The five players of advertising-Current Advertising issues- Advertising and Society-different types of advertising

Module 2:

7 hours

Ethics and Regulation in Advertising

Legal and Regulatory environment-Ethical issues in advertising-Social obligation-economic obligation

Module 3:

7 hours

Relationship between Advertising and Marketing

Ad agencies combining marketing and Advertising-consumer behavior-socio-cultural and psychological process-The decision process-How advertising works-creativity and memorability

Module 4:

7 hours

Advertising Planning and Research

Advertising impact –strategic research process-evaluative research process- Message development research-strategic planning-The advertising plan-Copy strategy

Module 5:

15 hours

Advertising Media

Setting Media objectives-developing media strategies-Media selection procedures-Media buying functions-

Newspapers-Magazines-Posters-Billboard-Yellow pages-Pamphlet-The structure of Television Industry-Television Advertising-Structure of Radio-Radio advertising-Interactive media-

Module 6:

15 hours

Creating advertising

Creative roles-Creative process-Creative strategy and execution-Effective creativity-Radio commercials-Television commercials-Other TV and film advertising-The creative

team-Television art direction-Broad Production-Parts of Print Advertisement-
Copywriting for print-Parts of a print Ad copy-Designing the print-Print production-
Appeals used in Advertisement

Module 7:

Modern Advertising medias

5 hours

Mobile advertising-Interactive TV-Web advertising

Module 8:

Integrated campaigning

7 hours

Structure of campaigning plan-evaluating the campaigning plan-Creative strategy-Event-
Sponsorship-Fashion show

Module 9:

7 hours

Public relations

The practice of Public Relations-Types of public relation activities-Public Relation tools-
Institutional advertising-Press Conference-Nonprofit public relations

Books Recommended

Advertising Management by Aaker Mayer and Batra by Pearson Education 10th Edition

Advertising Principles and Practices by Wells Burnett and Moriarty by Prentice hall of
India 5th Edition

Advertising Management by Chunawala by Himalaya Publishers 1st Edition

BBM-654: SALES MANAGEMENT

Objective: To give an operational exposure to students towards sales activity and to
explain how the principles of Human resource management are extended to effectively
manage the sales force

Module 1: Introduction**8 hours**

Meaning and objectives of sales management-responsibilities of the sales manager-role of sales manager as leader of sales force-sales management and marketing management relationships-Sales departments external relations-organisation of sales department-types of sales organisation structure-Centralisation and decentralisation of sales force management

Module 2: Salesmanship**8 hours**

Introduction- Selling & Buying styles- Selling Situations- Selling Skills- Pre sale preparation- Prospecting- Approach to the customer- Sales presentation- Handling customer objections- Closing the sales- Follow up actions

Module 3: Managing sales Information**8 hours**

Introduction – Forecasting Market Demand- Trend projections-Factors affecting Selection of a Forecasting Method

Module 4 : Recruitment and Selection**6 hours**

The pre recruiting reservoir-Sources of sales force recruits-The recruiting effort-Pre interview screening-The interview-references-credit checks-Psychological tests-Physical tests

Module 5: Training the sales force**8 hours**

Defining training aims-Deciding training contents-selecting training methods-Organisation of sales training and evaluating sales training program

Module 6: Motivation sales personnel**7 hours**

Motivational help from management-Need gratification-Motivation and leadership-Motivation and communication-Unionization of sales personnel

Module 7: Compensation and managing the expenses**8 hours**

Devising the sales compensation plan-Types of compensation plan-Fringe benefits-Reimbursement of sales expenses-Methods of controlling and reimbursing expenses of the sales personnel

Module 8: Sales Meetings ,Evaluation of the Sales Force**8 hours**

Sales meetings-Different level of meetings-Objectives duration promotion and prizes of sales contest- Performance Appraisal process

Module 9: Sales Quotas and Territories**8 hours**

Types of quotas and quota setting procedure-Administering the quota system-reasons for not using sales quota-Reasons for establishing and reforming sales territories-Procedures for setting up territories-Routing and scheduling sales personnel

Module 10: Sales budget and Cost analysis**6 hours**

Purpose of budget-sales budget form and content-budgetary procedure-sales audit-sales analysis- marketing cost analysis

Books recommended:

- ❖ Sales and Distribution Management – Tapan K Panda & Sunil Sahadev – Oxford University Press-2008 Edition
- ❖ Management of a Sales Force – Spiro, Stanton & Rich – Tata McGraw Hill -11th Edition
- ❖ Sales Management –Charles M Futrell- Thomson South Western Publications-6th Edition
- ❖ Sales Management by Edward Cundiff and Richard Still –Prentice Hall of India -5th Edition

BBM-655: RETAIL MANAGEMENT

Objectives: To provide an exposure to the basic concept of retailing and its significance in marketing.

Module 1 – Introduction to retailing

8hrs

Reasons for studying retailing, economic significance & opportunities in retailing, types of retailers – food retailers, general merchandise retailer, non-store retail format, service retailing, single store establishment, corporate retail chain, multi channel retailing, Benefits offered by electronic channel.

Module 2 – Retail market strategy

8hrs

Target market retail format, Building a sustainable competitive advantage, for growth strategies, steps in strategic and retail planning process.

Module 3 – Retail locations

12hrs

Site location – factors affecting the demand for a region & attractiveness of a site.

Types of retail location, Mall Management

Module 4 – Supply chain management

12rs

Advantages through supply chain management flow of information, logistics – distribution centre, quick response delivery systems, e-retailing, outsourcing.

Module 5 – CRM

7 hrs

Overview, collecting customer database, Identifying target customers, developing & implementing CRM programs.

Module 6 – Merchandise management

12hrs

Objectives for merchandise plan, assortment planning process; Establishing and maintaining relationships with vendors, pricing strategies – cost oriented, demand

oriented, competition oriented & use of break even analysis. Price adjustments to stimulate retail sales.

Module 7 – Retail communication mix

8hrs

Communication programs to develop brands & build customer loyalty, methods of communicating with customers, planning retail communication process.

Module 8 – Store management

8hrs

Store layout, types & features, store design – merchandise presentation techniques, atmospherics, customer service GAPS model for improving retail service quality.

Module 9 – Indian context of retail management

7hrs

Phase of growth, career opportunities, and India's profile against the global retail market.

Recommended books

- 1) Levy and weitz "Retailing management", Mcgraw Hill 5th edition
- 2) Barry Berman & Joel R. Evans "retail management". Prentice Hall 8th edition
- 3) Swapna Pradhan, Tata McGraw Hill
- 4) Ogden & Ogden "Integrated retail management" Bizantra 2005 edition
- 5) Chetan Bajaj, Tuli & Nidhi "Retail management" Oxofrd university