

## **COB – 6510: 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, Howard & Sheth, Webster and Wind, KEB model

### **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, 4<sup>th</sup> 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

## **BMG-6520: BRAND MANAGEMENT**

**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 perceived 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

## **ADMG-6530: ADVERTISING MANAGEMENT**

**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 memoribility

### **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 10<sup>th</sup> Edition

Advertising Principles and Practices by Wells Burnett and Moriarty by Prentice hall of  
India 5<sup>th</sup> Edition

Advertising Management by Chunawala by Himalaya Publishers 1<sup>st</sup> Edition

## SMG-6540: 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**

Meaning-scope-importance and limitations-prospecting-process of selling-focus on customer satisfaction and building customer seller relationship-Attitudes of good salesman-Qualities of good sales executives

### **Module 3: Forecasting**

**8 hours**

Sales potential and sales forecasting- different methods-Converting industry forecast to company sales forecast-Evaluation of forecasts

### **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**

**8hours**

Devising the sales compensation plan-Types of compensation plan-Fringe benefits-Re imbursement of sales expenses-Methods of controlling and re imbursing expenses of the sales personnel

**Module 8: Sales Meetings and contests**

**8hours**

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

**Module 9: Sales Qoutas and Territories**

**8hours**

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**

**6hours**

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

**Books recommended:**

Sales Management by Futrell- Thomson south Western Publications-6<sup>th</sup> Edition

Sales Management by Edward Cundiff and Richard Still –Prentice Hall of India -5<sup>th</sup> Edition

Sales Management by M. V Kulkarni –Everest Publications-Millenium Edition

## **RMG-6550: 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**

Shopping centres, shopping malls , city or town locations, free standing sites, location and retail strategy – department stores, special apparel stores, category specialists, grocery store, optical boutique. Site location – factors affecting the demand for a region & attractiveness of a site.

### **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 strategise – 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 desing – merchandise presentation techniques, atmospherics, customer service GAPS model for improving retail service quality.

### **Module 9 – Indian context of retail management**

**7hrs**

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

**Recommended books**

- 1) Levy and weitz “Retailing management”, Mcgraw Hill 5<sup>th</sup> edition
- 2) Barry Berman & Joel R. Evans “retail management”. Prentice Hall 8<sup>th</sup> edition
- 3) Ogenyi Omar “Retail marketing” Prentice Hall
- 4) Ogden & Ogden “Integrated retail management” Bizantra 2005 edition
- 5) Chetan Bajaj, Tuli & Nidhi “Retail management” Oxofrd university