

MBAE 451
RURAL MARKETING

Course Objectives

To help the students understand and appreciate the differences and similarities between urban and rural Indian markets. To make them understand and develop marketing strategies that are unique to rural India

Total Hrs: 60

MODULE- I

10hrs

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms. The Development exercises in the last few decades.

MODULE-II

12hrs

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

MODULE-III

12hrs

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

MODULE-IV

14hrs

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

MODULE – V

12hrs

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets.

BOOKS FOR REFERENCES

1. Philip Kotler - Marketing Management, Prentice - Hall India Ltd.
2. Agarwal A.N -Indian Economy-Vikas Publication
3. Rudder Dutt Sundaram - Indian Economy- Tata McGraw Hill. Publishers
4. CSG Krishnamacharylu & Laitha Ramakrishna - Rural Marketing Pearson Edu Asia.

MBAE 452
BRAND MANAGEMENT

Course Objective

This paper is designed to provide students with an understanding of key areas of branding and to develop student's ability to market, manage, develop and integrate a brand in the marketplace. It covers theoretical concepts as well as practical aspects of contemporary branding. It provides the basis for career choices in this field as well as for further study for professional qualifications.

Total Hrs: 60
(15

 **Module 1. Introduction to Branding**
hours)

- 1.1 Basic understanding of brands – concepts and process
- 1.2 The significance and characteristics of the brand
- 1.3 Different types of brands
- 1.4 Selecting a brand name, functions of a brand
- 1.5 Branding decisions – influencing factors
- 1.6 Terms associated with brand: brand symbols; brand character, brand logo, counter fakes, brand name; types of brand name.

Module 2. Understanding the branding process **(20 hours)**

- 2.1 Strategic brand management process,
- 2.2 The importance of brand planning, the issues influencing brand potential,
- 2.3 Brand Identity and brand equity
- 2.4 Brand Development: Extension, Rejuvenation, Re launch
- 2.5 Managing Brands- Practice oriented Dimensions: Co-branding, corporate name as brand name, brand association, brand image, and brand relationship
- 2.6 Brand Positioning

Module 3 Brand Impact **(15 hours)**

- 3.1 Brand selection criteria of consumers
- 3.2 Brands and the consumer's buying process, brand personality, the meaning of brand share and brand communication
- 3.3 Service brands and Retailer issues in branding, the challenge of service branding, the distinctive nature of services,
- 3.4 Retail branding
- 3.5 Branding impact on buyers – competitors,
- 3.6 Brand loyalty – loyalty programmes

Module 4 Sustaining Branding Strategies **(20 hours)**

- 4.1 Brand hierarchy,
- 4.2 Branding strategy,
- 4.3 Brand extension and brand transfer
- 4.4 Managing brand over time
- 4.5 Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit

Module 5 Contemporary Issues in branding**(10 hours)**

- 5.1 Protecting brands through trademark registration
- 5.2 Online branding categories
- 5.3 Business to Business (B to B) branding.
- 5.4 The challenges to brands.

BOOKS FOR REFERENCE:

1. Branding Concepts, Pati, Debashish
2. Brand Positioning Strategies for Competitive Advantage- Subrato Sengupta
3. The New Strategic Brand Management- Kapfere, Jean-Noel, The Free Press, New York, 1992
4. Brand Management Perspectives and Practices- Das, Naveen
5. Kevin Lane Keller, "Strategic brand Management", Person Education, New Delhi, 2003.
6. S.Ramesh Kumar, "Managing Indian Brands", Vikas publishing House (P) Ltd., New Delhi, 2002.
7. Jagdeep Kapoor, Brandex, Biztantra, New Delhi, 2005.

MBAE 453
ADVERTISING MANAGEMENT

Course Objective

This paper is designed to provide students with an understanding of key areas of advertising and promotion and to develop student's ability to select and apply appropriate communications tools within a strategic and tactical framework. It covers theoretical concepts as well as practical aspects of contemporary promotion. It provides the basis for career choices in this field as well as for further study for professional qualifications.

Total Hrs: 60

MODULE - I

Introduction and the role of Advertising (15 hours)

1.1 Role of Advertising: Definition, Introduction to advertising and its history, types of advertising, purpose and objectives of advertising, advantages and disadvantages, role of advertising within marketing mix

1.2 Organization of the Industry: What is an advertising agency, types of agency, departments in agency, other supporting services – PR, sales promotion, marketing research.

1.3 Working with Advertising Agencies: Structures, role of account handler and account planner, process and methods of agency selection, agency appointment including contracts and best practice guidelines, remuneration – commission, fee, results, evaluation of agencies; international advertising; career in advertising.

1.4 Regulation of Promotion: Advertising agencies Association of India, code for commercial advertising on Doordarshan, code of the advertising standards council of India.

MODULE - II

Aspects of advertising (15 hours)

2.1 Segmentation, Targeting and Positioning: Market segmentation, targeting, positioning, branding: definition, purpose and objectives of branding, benefits, concepts, branding strategies.

2.2 Media: Types of media, advantages and disadvantages of each, media planning and scheduling messages;

2.3 Creative strategy: message-appeals, ad design and testing, copy writing, visuals, creative briefs, impact of IT on advertisement design

MODULE - III

Techniques of advertising (20 hours)

3.1 Types of promotion, public relations, sponsorship, direct marketing, packaging and merchandising.

3.2 Detailed consideration of role for each of the above techniques Media mix-print, broad cast (T.V. & Radio), Cinema, Outdoor, Direct Mail advertising, and Internet. 3.3 Defining media planning-From marketing plan to media plan, challenges in media planning.

3.4 Developing the media objectives-Reaching the audience and distributing the message. Developing the media strategy- selection of media scheduling, calculating the cost efficiency.

3.3.Other Techniques: An overview of the role and uses of corporate identity, exhibitions, word of mouth, personal selling, and miscellaneous and new media.

MODULE - IV

Promotion Strategy

(20 hours)

4.1 Budget Formulation- Methods, overview of media costs, guidelines for budget allocation, relative costs of and low- and high-budget campaigns.

4.2 Steps in campaign planning-role of research in advertising campaign planning. Setting up the ad budget- process and methods. Appropriation of ad budget.

4.2 Developing a Promotion Plan-: Situation analysis, objectives, target audiences, creative strategy, promotional strategy and tactics, media selection, scheduling, budget allocation, evaluation measures.

4.3 Measuring Campaign Effectiveness Customer response, recall, attitude surveys, sales levels, repeat purchases, loyalty, cost-effectiveness, degree of integration, creativity, quantitative and qualitative measures.

MODULE- V

Advertising in action

(10 hours)

5.1 Social Implications of Advertising, Moral and Ethical Issues in Advertising.

5.2 Emphasis on Case Studies on Marketing Communication Mix designed by various organizations.

5.3 Visit to various Advertising Agencies and understanding flow of Advertising Process.

5.4 Carrying out Research Activities on Media Types, Media Planning, and Media Mix.

BOOKS FOR REFERENCE

Advertising and Promotion, Belch E. George & Belch A. Michael, Tata McGraw Hill, 5th Edition

1. Brand building advertising: concepts and cases, Parameswaran, Tata McGraw Hill, 2002
2. Marketing Communications, Fill Chris, Prentice Hall, 1995
3. Integrated Advertising, Promotion & Marketing Communications, Clow E. Kenneth & Baack Donald, Pearson Education Inc, 2003
5. Foundations of Advertising, S.A.Chunawalla and Sethia

MBAE454
CUSTOMER RELATIONSHIP MANAGEMENT

Course objectives

This course intends to develop understanding and application of the concept and principles of Customer Relationship Management (**CRM**) in a today's services sector context. This course has been developed to enable those who study it to enhance their skills and knowledge in dealing effectively with a portfolio of services customers in either a retail or business setting. It stresses the importance of understanding, in an empathic way, the needs, expectations and aspirations of customers as a basis for building a relationship, which adds value to the customer whilst being at least potentially profitable to the services supplier.

Total Hrs: 60

Module 1 Concepts and Context of CRM

12hrs

- 1.1 What is **CRM**: Definition and Concepts.
- 1.2 The importance of effective **CRM** strategies as an integral part of effective services marketing strategies for retail and business customers.
- 1.3 **CRM** as part of a customer service quality strategy.
- 1.4 The business environment of **CRM**: legal, ethical, economic, competitive and social.
- 1.5 **CRM** in other business sectors e.g. retailing (home shopping, loyalty card)

Module 2 Understanding Customers

10hrs

- 2.1 Creating a customer profile
- 2.2. Understanding segmentation tools : Recency, Frequency, Monetary. Life Time Value
- 2.3 Retail and business customer profiling.
- 2.4 Relationship life cycles.

Module 3 Information Gathering Collation, Analysis and Evaluation

18hrs

- 3.1 Using internal information sources:
 - ◆ Using customer data
 - ◆ Data warehousing and data mining
- 3.2 Identifying cost effective external information sources:
 - ◆ Published data
 - ◆ Using the Internet
 - ◆ Market research
- 3.3 Analysis and evaluation of information:
Identifying business opport**MODULE** ies.
- 3.4 Preparing proposals for customers.
- 3.5 Evaluating portfolio profitability and setting priorities.

Module 4 Managing Customer Relationships

10hrs

- 4.1 Understanding and managing customer expectations.
- 4.2 Developing customer confidence.

4.3 Building relationships by adding value to customers cost effectively.

4.4 Planning and making persuasive presentations.

4.5 Managing customer contact strategies:

4.6 Dealing with difficult situations:

- ◆ Imparting bad news
- ◆ Closing accounts
- ◆ Exit strategies

Module 5 Developing CRM strategy

10hrs

5.1 The role of **CRM** in business strategy.

5.2 Understanding service quality:

- ◆ Technical quality: product knowledge
- ◆ Functional quality
- ◆ Determinants of service quality

5.3 Managing customer communications.

5.4 Planning and managing **CRM** projects.

5.5 Target setting.

5.6 Measuring performance **CRM**:

- ◆ Setting standards
- ◆ Customer satisfaction
- ◆ Portfolio profitability

BOOKS FOR REFERENCE:

1. Customer Relationship Management - Jill Dyche

2. Customer Relationship Management - Simon Knox, Stan Maklan, Joe Peppard.
Lynette Ryals

MBAE 455
INTERNATIONAL MARKETING

Course objective

To Familiarize the students with the concepts and principles of international marketing. To enable students apply the concepts and principles in given situations. To provide an understanding of international marketing from Indian perspective and enhance their ability in analyzing the same

Total Hrs: 60

MODULE -I

8hrs

International marketing defined; challenges and benefits of international marketing; domestic marketing v/s international marketing; Reasons for going global-driving restraining and underlying forces of International Marketing; development of domestic to transnational corporations; major participants in international marketing.

An overview of international trade; theories of international trade; balance of trade, balance of payments and foreign exchange; protection and trade restrictions; economic integration as a means of promoting international trade and its economic and marketing implications.

MODULE -II

8hrs

Global marketing environment

Social, cultural, legal, economic, political, financial, technological and other environmental factors of global environment.

Information technology and changing nature of competition; Impact of electronic communication, areas of operation and modalities of internet; world trade operations through computers.

International agencies involved in international trade – IMF, EU, EFTA, LAFTA, NAFTA, ASEAN, SAARC, WTO & URUGUAY ROUND, UNCTAD.

MODULE- III

10hrs

Analyzing global market opportunities and developing global marketing strategies

Developing global vision through marketing research; breadth and scope of international marketing research; the research process; problems encountered; international marketing information system and marketing intelligence.

Emerging markets; marketing and economic development; marketing in a developing country; developing countries as emerging markets; global marketing plans.

Screening international marketing opportunities; techniques of market selection decisions; grouping international markets; growth of formal market groups.

International buyers; purchase decision process; analysing the international buyers.

Reasons for internationalization; determining geographic concentration; country selection; market entry modes decisions; geographic expansion strategies; global strategies.

Competitive strategies for global marketing.

Global segmentation; targeting and positioning strategies; strategies for creating competitive advantage-global strategic partnerships.

MODULE - IV

Global Marketing Mix

International product decisions

12hrs

Product extension and adoption; new product development; product standardization v/s product adoption; global branding strategies; global marketing of industrial products and services.

International Pricing Decisions

Pricing strategies & Policies; price escalation; leasing in international markets; counter-trade as a pricing tool; global pricing; transfer pricing.

International promotion decisions

Global advertising; creative challenges; global media decisions; advertising agency; sales promotion; personal selling and sales management.

International distribution decisions:- Channel structure; distribution patterns; choice of channels and channel members; logistics management-supply & demand.

MODULE - V

Global e-marketing and managing global marketing effort

10hrs

The death of distance; Targeting the individual customer- beyond segmentation, Living in the age of technological discontinuities; New technologies change the rules of competition; components of the electronic value chain.

Negotiating with international customers, partners and regulators.

Leadership, Organizing and monitoring the global marketing effort leadership, patterns of international organizational development, structuring for global brands, global marketing audit. The future of Global Marketing.

MODULE -VI

International Marketing - Indian perspective

12hrs

Indian foreign trade in the era of globalisation; determination of exports and imports; major exports; export product country matrix; major imports; direction of trade; balance of payment of India; problems & prospects of India's foreign trade sector.

Foreign trade policy; economic policy liberalizations; Exim policy – an evaluation of policy; Regulation & promotion of foreign trade and latest policy guidelines.

Organizational setup for export promotion; product assistance; marketing assistance; import facilities for exporters; EOU'S AND EPZ'S; export houses and trading houses – an evaluation, export pricing and export finance.

Export procedure and documentation

Preliminaries; inquiry and offer; confirmation of offer; export license; finance, production / procurement of goods, shipping space, packing and marking, quality control and pre-shipment inspection, excise clearance, customs formalities, exchange control formalities, insurance, shipping the goods, negotiation of documents, standardized and aligned pre-shipment documents, documents related to goods and shipment

BOOKS FOR REFERENCE

1. Philip R. Cateora, John L. Graham - International Marketing
2. Warren J. Keegan, Global Marketing Management, *Prentice Hall of India Pvt. Ltd., New Delhi. (for Modules I To V)*
3. Francis Cherunilam, International Marketing, *Himalaya Publishing House, Mumbai (for module VI)- chapters 17,18,19, & 20.*