

## SEMESTER IV (Marketing)

### 0203090: ADVERTISING AND SALES PROMOTION

Full Marks: 100

#### **Advertising –History, Function, Objectives and Importance**

Marks: 12

History; Landmarks in the Advertising History of India: The Dawn of a New Medium – the Internet, Television; Definition and Meaning: Various Definitions; Objectives and Importance; Functions of Advertising: Primary Functions, Secondary Functions; Advertising - A Waste?; Advantages: Advantages for the Advertiser, Advantages for the Customer/Consumer; Limitations and Disadvantages

#### **Advertising Agency – The Set-up and Typical Job Flow**

Marks: 15

Advertising Agency – Defining the Medium; Client Servicing Department/Contact Department/Sales Department/Account Executive Department: Functions of the Client Servicing Department; Copy Department; Visualising/Creative/Art Department; Media Department; Production Department; Accounts Department; Research Department; Administration and Personnel Department; A Typical Job Flow - How an Agency Works; The Job Flow in the Agency

#### **Advertising Media, Planning and Ethics**

Marks: 15

Various Advertising Media; Characteristics, Strengths and Weaknesses of Various Media; What is 'INS'; Media Planning; The Selection of the Proper/Apt Media for Advertising; How to Plan an Advertising Campaign; Timeliness of Advertisements; Ethics in Advertising; Certain Restrictions in Advertising; Some Norms to be Followed for Competitive Advertisements; Procedure to Hear a Complaint: Limitations of ASCI, Control by Customers, Government Control, Code for Commercial Advertising on Doordarshan

#### **Public Relations, Press Conference, Press Release and Presentation Skills**

Marks: 15

Meaning of Publicity; Difference between Advertising and Publicity; Publicity and Information Services; Propaganda; Writing a Press Release and About the Press Kit; Organising and Conducting a Press Conference; Pre-conference; At the Press Conference; Follow-up of the Press Conference; Advantages and Disadvantages of a Press Conference; The Reasons for Making a Presentation; The Pre-presentation Preparations; Writing a Presentation; Preparation for the Presentation; Making of the Actual Presentation; Post Presentation Formalities

#### **Advertising: Production, Printing, Sales Promotion, Perception and Attitudes**

Marks: 14

Evolution of Printing: Other Historical Landmarks, Photo/Design; Letterpress/Flexography; Offset Printing; Silk Screen Printing; Processing; Papers and Their Norms: Types of Paper; Definition of Sales Promotion; Difference between Sales Promotion and Advertising; Purpose of Sales Promotion; Various Tools of Sales Promotion; Some 'Dos' and 'Don'ts'; Budget; The Attitude and Perception of an Advertising Agency; The Attitude and Perception of a Client

#### **Sales Promotion: Present Scenario, Sales Promotion Mix, Tools, Strategies and Product**

Marks: 15

Meaning; Use; Present Market Scenario; Difference between Sales Promotion and Advertising; Sales Promotion and Various Marketing Needs; Limitations/Drawbacks of Sales Promotion; Sales Promotion Mix; Consumer Sales Promotion; Trade Promotions; Promotion for Sales Force; Product Lifecycle; Promotional Strategies in Various Stages of the Product Lifecycle: Introduction Stage, Growth Stage, Maturity Stage, Decline Stage; Pull Strategies or Pull Promotions; Push

Strategies or Push Promotions for Trade Partners; Some Real Examples of Sales Promotion: Product Demonstrations, Free Gift Offers, Discounts and Price Off

**Sales Promotion: Point of Purchase Display, Consumer Behaviour and Planning**

Marks: 14

Introduction; Importance of Point of Purchase Display; Various Types of Displays; Sales Promotion and Consumer Behaviour; Classical Conditioning; Instrumental Conditioning; How does Sales Promotion Influence Sales; Category Expansion and Consumption: Brand Switching, Repeat Purchases, Purchasing More, Increasing Category Expansion; Choice of Sales Promotion; Product Selection; Target Market; Sales Promotion Timing, Duration and Frequency; Competition; Sales Promotion Guidelines; Sales Promotion Evaluation

**Reference Books:**

1. Allen, J., 2007. *The Executive's Guide to Corporate Events and Business Entertaining: How to Choose and Use Corporate Functions to Increase Brand Awareness, Develop Nurture Customer Loyalty and Drive Growth*, Wiley.
2. Anderson E., and Trinkle, B., 2005. *Outsourcing the Sales Function: The Real Costs of Field Sales*, South-Western Educational Pub, 1 ed.
3. Baron, R. and Sissors, J., 2010. *Advertising Media Planning*, McGraw-Hill, 7 ed.
4. Bartram, P., 1999. *Writing a Press Release: How to Get the Right Kind of Publicity and News Coverage*, How to Books, 3 ed.
5. Batten, H.A., Goodrich, M., and Toogood, G., 1932. *The written word: A study of the art of writing, with especial reference to its function in advertising*, Greenberg, 1 ed.
6. Subrahmanyam, S., (Author), Cheng,P.S., 2005. *Perceptions and Attitudes of Singaporeans toward Genetically Modified Food: An article from: Journal of Consumer Affairs*, American Council on Consumer Interests.

**0203079: CAPITAL MARKETS**

Full Marks: 100

**Capital Market**

Marks: 8

Introduction; Categorisation; Efficiency: Forms of Capital Market Efficiency; Capital Market Operations; Capital Market in India: Structure of Indian Capital Market, Role of Capital Market in India, PESTEL Analysis of Indian Capital Market; Capital Market Regulations

**Primary Market and Secondary Market**

Marks: 18

Introduction; Eligibility Norms of Primary Market; Primary Market Design: Credit Rating for Debt Instruments, IPO Grading, Pricing and Public Issues, Price and Price Band, Contribution of Promoters and Lock-in, Pre-issue Obligation, Post-issue Obligation, Credit Rating, Merchant Banking, Demat Issues, Private Placement; Ways to Raise Capital in the Primary Market; Intermediaries: Manager to the Issue, Underwriters, Registration, General Obligations and Responsibilities of Underwriters; Primary Target Market; Indian Primary Market: Reforms in Indian Primary Market, Disclosure and Investor Protection (DIP) Guideline; Secondary Market; Structure and Trading System in Secondary Market; Products Dealt in Secondary Market; Stock Exchange: Investment Precautions; Secondary Market and SEBI: Various Departments of SEBI Regulating Trading in the Secondary Market, Secondary Market Reforms by the SEBI; Changes in the Indian Secondary Market Regulation: Policy Developments During 09-10

## **Securities and Exchange Board of India**

Marks: 18

Introduction; Objectives; Securities and Exchange Board of India Act, 1992; Management of the Board; Powers; Functions; Registration of Intermediaries; Departments and Their Functions: Market Intermediaries Regulation and Supervision Department (MIRSD), Market Regulation Department (MRD), Derivatives and New Products Department (DNPD), Corporation Finance Department (CFD), Investment Management Department (IMD), Integrated Surveillance Department (ISD), Investigations Department (IVD), Enforcement of Department (EFD), Legal Affairs Department (LAD), Enquiries And Adjudication Department (EAD), Office of Investor Assistance and Education (OIAE), General Services Department (GSD), Department of Economic and Policy Analysis (DEPA), Office of Chairman, Information Technology Department, The Regional Offices (RO's); Limitation

## **Derivative Market**

Marks: 12

Introduction; Types of Derivatives; Exchange-traded and Over-the-counter Derivative Instruments; Index: Categorisation of Index, Total Returns Index, Impact Cost, BETA, Risk, Who Decides What Stocks to Include and How, Uses of an Index, Types of Index; Forward and Future Contracts; Options: Categorisation of Options, Call Options, Put Options, Options Pricing; Market Players; Derivative Market in India; Derivative Users in India; Commodity Derivatives; Exchange-traded vs. OTC (Over The Counter) Derivatives Markets; Accounting and Taxation of Derivatives Transactions; Measures Specified by SEBI to Protect the Rights of Investor in Derivatives Market

## **Money Market and Bond Market**

Marks: 14

Introduction; Characteristics; Functions; Importance; Indian Money Market Instruments; Drawbacks; Reforms; Bond Market: Corporate Bond Market, Municipal Bond Market, Government Bond Market, Mortgage Backed and Collateralized Debt Obligation Bond Market, Development of Bond Market in India

## **Mutual Fund**

Marks: 14

Introduction; NAV or Net Asset Value; Objectives of Mutual Fund; Advantages; Disadvantages; Types: By Investment Objective, By Structure; Investing in Mutual Funds: How to Invest in Mutual Fund; Benefits of Investing in Mutual Funds; Mutual Fund Industry in India; Private Sector Mutual Funds; Mutual Fund Regulations

## **Credit Rating and Venture Capital**

Marks: 16

Introduction to Credit Rating; Determinants of Ratings; Rating Methodology; Credit Rating Agencies in India; Symbols; Benefits; Rating and Default Risk; Rating and Yields; Limitations; Venture Capital: Aim of Venture Capital Financing, Forms of Financing used by Venture Capitalists, Types of Securities, Advantages of Debts to a Venture Capitalist, Percentage of Ownership Needed, Estimation of the risk associated with the venture financing, of Venture Capital, Funding Process in Venture Capital, Types of Funding, Non-Disclosure Agreements and Term Sheet

## **Reference Books:**

1. Bhole, 2009. *Financial Institutions & Markets*, 5th ed., Tata McGraw-Hill Education
2. Brown, P. J., 2006. *An introduction to the bond markets*, John Wiley and Sons
3. Cardis, J., 2001. *Venture capital: the definitive guide for entrepreneurs, investors, and practitioners*, John Wiley and Sons
4. Chakrabarti, R & De, S., 2010. *Capital Markets in India*, SAGE Publications Ltd
5. Choudhry, M & Securities & Investment Institute, 2006. *An introduction to bond markets*, 3rd ed. John Wiley and Sons.
6. Choudhry, M, 2001. *The bond and money markets: strategy, trading, analysis*, Butterworth-Heinemann.
7. Haislip, A., 2001. *Essentials of Venture Capital*, John Wiley and Sons
8. Haslem, J.A., 2003. *Mutual funds: risk and performance analysis for decision making*, Wiley-Blackwell

## **0203092: INDUSTRIAL MARKETING**

Full Marks: 100

### **Nature of Industrial Marketing**

Marks: 8

Introduction; Industrial Classification; Industrial Demand: Derived Demand, Joint Demand; Cross-elasticity of Demand; Industrial Marketing Vs Consumer Marketing; Major Differences Between Consumer Marketing and Industrial Marketing; Factors: Market Characteristics, Product Characteristics, Buyer Behaviour, Channel Characteristics, Promotional Characteristics, Price Characteristics

### **Understanding the Industrial Market**

Marks: 10

Industrial Market; Important Features; Need for Understanding; Industrial Customers: Commercial Enterprises, Government Customers, Institutional Customers, Co-operative Societies; Classification of Industrial Products and Services: Materials and Parts, Capital Items, Supplies and Services; Industrial Purchasing System: Commercial Enterprises Purchasing System, Government Purchase System, Institutional Purchasing, Purchasing in the Resellers' Market, Purchasing in Co-operative Societies

### **Industrial Marketing Environment**

Marks: 8

Introduction; Business Environment; Factors Influencing the Industrial Marketing Environment: Micro-environmental Factors, Macro-environmental Factors, Governmental, Political and Legal, Economic Environment, Technological, Social, Public; Managing the Industrial Marketing Environment: Independent Strategies, Co-operative Strategies, Strategic Planning

### **Industrial Buying and Buying Behaviour**

Marks: 12

Introduction; Purpose of Industrial Buying; The Industrial Buying Decision Process: Problem Recognition, Need Description, Product Specification, Vendor/Supplier Search, Proposal Solicitation, Vendor Selection, Purchase Routine Selection, Post-purchase Evaluation; Buying Centre: Buying Centre Roles, Initiators, Influencers, Buyers, Deciders, Gatekeepers, Important Members of the Buying Centre, Top Management Persons, Technical Persons, Persons in the Purchase/ Materials Department, Finance/Accounts Persons, Marketing Persons; Major Buying Decisions taken by Business Buyers: Straight Re-buy, Modified Re-buy, New Tasks

### **Industrial Market Segmentation, Targeting and Positioning**

Marks: 12

Introduction; Market Segmentation: Profiling; Benefits; Limitations; Requirements for Effective Segmentation; Macro and Micro Segmentation: Macro Segmentation, Micro Segmentation; Target Market; Evaluation of Market Segmentation; Selecting the Target Segments; Target Market Strategies: Concentrated Marketing, Differentiated Marketing, Undifferentiated Marketing; Niche Marketing; Positioning: Positioning Strategies, Types of Positioning, Communicating the Company's Positioning

### **Industrial Product Decisions**

Marks: 12

Introduction; Factors for Change in Product Strategy; Marketing Strategies During the Different Stages of Product Lifecycle: Introduction Stage, Growth Stage, Maturity Stage, Decline Stage; New Product Development: Success Factors for Products, Steps in New Product Development, Idea Generation, Idea Screening, Concept Development and Testing, Business Analysis, Product Development, Market Testing, Commercialisation; Marketing of Industrial Services; Classification of Industrial Services: Unique Characteristics of Services; Marketing Strategies for Industrial Service Firms: Service Differentiation, Service Pricing, Service Promotion, Service Distribution

## **Industrial Pricing**

Marks: 10

Introduction; Characteristics of Industrial Prices; Factors Affecting Pricing: Pricing objectives, Survival, Maximum Current Profit, Maximum Current Revenue, Maximum Sales Growth, Maximum Market Skimming, Product Quality Leadership, Other Pricing Objectives, Demand Analysis, Determining Price Elasticity of Demand, Cost Analysis, Competitive Analysis, Government Regulations; Industrial Pricing Policies; Key Terms Associated with Pricing: List pricing, Net Price, Discount Pricing, Legal Consideration to Discount Pricing; Geographical Pricing: Ex-factory, FOR Destination; Taxes and Levies

## **Industrial Distribution Channels**

Marks: 12

Introduction; Factors Affecting the Nature of Industrial Channels: Geographical Distribution, Channel Size, Characteristics of Intermediaries, Mixed System; Classification of Industrial Intermediaries; Manufacturer's Representatives; Industrial Distributors or Dealers: Brokers, Commission Merchants, Value Added Resellers (VAR), Market Coverage, Marketing Control; Functions of Distributing Channels; Factors Influencing Channel Design: Market Coverage Objectives, Product Characteristics, Customer Service Objective, Market and Customer Characteristics, Company Characteristics/ Objective, Competitor's Characteristics, Environmental Characteristics; Control Channel Conflicts; Logistics Management: Logistics and Physical Distribution, Contribution of Marketing Logistics, Logistics Management to Supply Chain Management (SCM); Legal Issues in Channel Management

## **Industrial Marketing Communication**

Marks: 10

Introduction; Communication Mix; Developing the Industrial Communication Programme: Determine the Communication Objectives, Identifying the Target Audience, Determine the Commercial Budget, Develop the Message Strategy, Select the Media, Evaluate the Promotional Results, Integrate the Promotional Programme; Role of Industrial Advertising; Role of Sales Promotion; Publicity and Public Relations; Role of Direct Marketing

## **International Industrial Marketing**

Marks: 8

Introduction; Choosing the International Market; Entry Strategies; Fairs and Trade Shows; Tie-up with Larger Company; Tie-up with a Local Company; Licensing and Franchising; Packing and Shipping

## **Managing the Personal Selling Function**

Marks: 8

Introduction; Importance of Personal Selling; Merits; Limitations; The Selling Process; Management of the Sales Force: Recruitment and Selection, Training, Supervision and Motivation, Developing, Compensation, Evaluation and Control

## **E-Business**

Marks: 8

Introduction; E-Commerce; Important Parts of E-commerce; Business to Business Forms of E-Commerce: The Inter-organisational System, Electronic Markets; Marketing Strategy for the Electronic Marketplace: Segmenting and targeting, Product Differentiation and Positioning, Marketing Mix Strategy, Product Strategy, Pricing Decision, Distribution Channel, Promotion Strategy

## **Reference Books:**

1. Gerber, M.E., 2010. The Most Successful Business in The World: the ten Principles, Wiley.
2. Hutt, M.D., 2009. Business Marketing Management: B2B, 10th Edition, South-Western College Pub.
3. J. Nicholas De Bonis, 1997. AMA Handbook for Managing Business-to-Business marketing Communications, 1st Edition, McGraw-Hill.
4. Kister, T.C., 2005. Maintenance Planning and Scheduling: Streamline your Organisation for a Lean Environment, Butterworth-Heinemann..
5. Levinson, J.C., 1990. Guerrilla marketing Weapons: 100 Affordable Marketing Methods, Plume.

6. Mullin, B., 2007. *Sport Marketing*, 3rd Edition, Human Kinetics.
7. Napier, A.H., 2005. *Creating a Winning E-Business*, 2nd Edition, Course Technology.

## **0203093: INTERNATIONAL MARKETING**

Full Marks: 100

### **Introduction to International Marketing**

Marks: 12

Introduction; Definition of Marketing; Understanding Strategic Marketing; Post Modern Era of Marketing; Global Marketing; Marketing Evolutionary Stages; Factors Leading to Internationalization; The International Product Trade Cycle; Orientation of Management

### **The Marketing Environment**

Marks: 14

Introduction; Economic Cycles; Strategic Planning and the Marketing Process; SWOT Analysis; Consumer Behaviour: Factors Affecting Consumer Behaviour, Consumer Attitude, Consumer Beliefs, Consumer Effects; Behavioural Intention; Reference Group; The Family Life Cycle; Family Decision Making; Organisational Buyers

### **Economic Environment**

Marks: 10

Introduction; Economic Marketing Overview; The Global Economy; Balance of Payments; The Nature of Economy: Classification of Economic Activity As Per Countries

### **Cultural Environment**

Marks: 12

Introduction; Various Approaches of culture: Anthropological Approach, Maslow's Approach, Self Reference Criterion, Diffusion Theory, High and Low Context Cultures and Perception; Elements of Culture

### **Market Entry Strategy**

Marks: 12

Introduction; Implementation of Marketing Strategy; Cunningham's Five Strategy; Entry Strategies; Piggybacking; Foreign Production; Special Features of Commodity Trade

### **Competitive Analysis and Strategy**

Marks: 12

Introduction; Industry Analysis; Competition Analysis: Competitive Strategy, Generic Approaches; Strategy for Success: Sourcing

### **Product and Promotion Decision**

Marks: 13

Introduction; Basic Concept; Product Design; Production Decision: Manufacturing Process, Specifications, Culture, Physical Product, Packaging, Labelling, Branding, Warranty, Service; Product Strategy; Promotion Decision

### **Distribution and Global Marketing Logistics documentation**

Marks: 15

Introduction; Channel Structure; Role of Government; International Merchant; Market Strategy in Distribution Channel; Tariff for Distribution Channel: Custom Duties during the time of import; International Trade and Export Contracts: Terms of Payment; Documents for Distribution in Global Market: Export Documentation, Commercial Document, Official Document, Insurance Document, Transport Document

## Reference Books:

1. Philip R. Cateora. (March 2004). . International Marketing. Concept of marketing. McGraw-Hill Companies; 12 ed
2. Ries A. Trout J. Positioning. The Battle of Your mind.
3. Shipley, D.D. and Neale, C.W. “Successful Countertrading. Management Decision”, Vol. 26,
4. Terpstra. V. International Marketing. 4th ed.
5. Vern Terpstra, Lloyd C. International Dimensions of Marketing Russow Publisher: South-Western College
6. Warren J. Keegan, Mark Green, Global Marketing (3rd Editionpages, Publisher: Prentice Hall

## 0203238: PRINCIPLES AND PRACTICES OF MANAGEMENT

Full Marks: 100

### Introduction to Management Principles

Marks: 10

Introduction to Management; Brief History of Management; Management Techniques; Approaches of Management: Systems Approach, Contingency or Situational Approach

### Managerial Planning

Marks: 8

Introduction to Planning: Types of Plans; Forecasting; Objectives: Management by Objectives (MBO); Decision Making

### Organisation

Marks: 15

Introduction; Classification; Theories: Classical Theory, Neo-Classical Theory, Modern Theory; Types of: Line Organisation, Functional Organisation, Line and Staff Organisation, Matrix Organisation; Delegation of Authority; Decentralisation; Departmentation; Span of Management

### Staffing

Marks: 12

Introduction; Recruitment: Sources of Recruitment; Selection; Performance Appraisal: Methods for Performance Appraisal; Training and Development; Job Analysis; Job Evaluation

### Directing

Marks: 15

Introduction; Motivation: The Importance, Theories, Maslow’s Hierarchy of Needs, Herzberg’s Theory of Needs, Motivational Factors, Maintenance Factors, Requirements of a Sound Motivational System; Leadership: Theories of Leadership, Functions and Qualities of Leader, Types of Leaders, Leadership Styles; Communication

### Controlling

Marks: 12

Introduction; Techniques of Control: Features of Control Function, Advantages of Control; Budget Control; Coordination; Management Audit; Business Ethics

### Globalisation and the Manager

Marks: 16

The Process of Globalisation: The Spread of Market Based Systems, Falling Barriers to Trade and Investment, Tumbling Communication and Transport System; Implications of Globalisation: The Globalisation of Production, The Globalisation of Markets, Technology: the Great Facilitator; Constraints on Globalisation: Protectionist Countertrends, National Behaviour in Consumer Behaviour, National Differences in Business Systems, Differences in Social Culture; The

Benefits of Going Global: Expanding the Markets, Realising Scale Economies, Realising Location Economies, Global Learning; Management Challenges in the Global Enterprise: Global Standardisation or Local Customisation, Entry Mode, Locating Activities, Managing People in the Multinational Firm

### **Organisational Changes and Development**

Marks: 12

Organisational Change: Total Quality Management (TQM), Forces of Change in Organisation; Resistance to Change; Organisational Development (OD): OD Interventions, Effectiveness of OD Programming; Innovation in Organisation

### **Reference Books:**

1. Anderson, D. and Sweeney, D., 2010. *An Introduction to Management Science*, 13th ed., South-Western College Pub.
2. Bateman, R. N., 2008. *Management 8E (Sie)*, Tata McGraw-Hill Education, p.819.
3. Daft, R., 2009. *Organisation Theory and Design*, 10th ed., South-Western College Pub.
4. DuBrin, A. J., 2008. *Essentials of Management*, Cengage Learning, p.630.
5. French, W. and Bell, C., 1998. *Organisation Development: Behavioral Science Interventions for Organisation Improvement*. Prentice Hall.
6. Griffin, R. W., 2006. *Principles of Management*, Cengage Learning, p.488.

## **0203091: PRODUCT AND BRAND MANAGEMENT**

Full Marks: 100

### **Introduction to Product and Product Management**

Marks: 8

Introduction; Defining Product; Product Management; Product Levels; Product Mix; Product Life Cycle: Introduction Phase, Growth Phase, Maturity Phase, Decline Phase; Market Evolution: Emergence, Growth, Maturity, Decline; Product Classification: Durability and Tangibility, Consumer Goods Classification, Industrial Goods Classification; Product Portfolio Management: SBU's characteristics, The Boston Consulting Group (BCG) Model, The General Electric (GE) Model, Adapting Products to Local Conditions, Threats from Duplication

### **New Product Development Process**

Marks: 10

Introduction; New Product; Factors Contributing to New Product Development; New Product Development Process: Idea Generation, Idea Screening, Concept Development and Testing, Marketing Strategy Development, Business Analysis, Product Development, Market Testing, Commercialisation; Product Adoption; Product Strategy: Elements of Product Strategy, Setting Objectives; Strategic Alternatives: Increasing Sales/Market Share – Market Development Strategies, Market Penetration Strategies; Increasing Profitability: Decreasing Inputs, Increasing Outputs; Positioning: Choice of Customer Targets, Choice of Competitor Targets, Core Strategy, Cost/Price (Value) Strategy, Non-price Strategy

### **Marketing Management**

Marks: 10

Introduction; Marketing Organisation: Product Focused Organisation, Market Focused Organisation, Functionally Focused Organisation; Marketing Channels: Channel Selection, Indirect Channels, Direct Channels, Hybrid Channels, Indirect Channel Management, Channel Arrangements, Monitoring Profitability by Channel; Market Planning; The Planning Process; Marketing Plan Outline: Executive Summary, Situation Analysis, Objectives, Product/Brand Strategy, Supporting Marketing Programs, Financial Documents, Monitors and Controls, Contingency Plans; Marketing and Sales;



Market and Sales Potential; Sales Forecasting; Methods of Estimating Market and Sales Potential: Analysis Based Estimates, Judgement Based Methods, Customer Based Methods

**Pricing Strategy, Advertising and Promotion**

Marks: 13

Introduction; Setting the Price; The Role of Marketing Strategy in Pricing: Measuring Perceived Value and Price, The Economic Value Concept, Using Price Thresholds, Using the Perceived Value Concept, Psychological Aspects of Price, Relationship between Price and Perceived Quality, Odd Ending Prices, Competition and Pricing, Competitors' Costs, Historical Pricing Behaviour, Role of Cost to Company; Pricing Objectives: Penetration Pricing, Return on Sales/Investment Pricing, Pricing for Stability, Skimming, Competitive Pricing, Other Factors Affecting Price; Pricing Tactics; Advertising; Developing Effective Communications; Factors in Setting the Marketing Communications Mix; Media Selection; Evaluating Advertising Effects; Promotions: Promotion Objectives, Final Customer Promotions, Trade Promotions; Promotion Budgeting: The Total Advertising and Promotion Budget, Allocating Money between Advertising and Promotion, Evaluating Customer Promotions, Effects of Promotions

**Financial Analysis and Services**

Marks: 10

Introduction; Sales Analysis; Profitability Analysis: Cost Classification, Using the Contribution Rate; Framework for Control; Capital Budgeting: Average Rate of Return, Payback, Internal Rate of Return (IRR), Present Value, Economic Value Added (EVA); Services: Service Categories; Marketing Strategies for Service Firms: Differentiation in Services, Managing Service Quality, Managing Productivity; Post-Sale Service Strategy; Major Trends in Product Support Service; Managing Product Support Services

**Brand Management**

Marks: 12

Introduction; Brand; Brand Equity; Branding Challenges; Brand-Sponsor; Brand Building Tools; Brand Strategy Decision; Brand Asset Management; Packaging and Labelling; Laws of Branding; Myths about Branding; Role and Significance of Branding: Significance of Brands from Consumers' Point of View, Significance of Brands from the Marketer's Point of View; Brand Ranking; Brand Challenges: Brand or No Brand, Brand Sponsor Decision, Brand Name Decisions, Brand Name Strategies, Brand Strategy Decisions, Brand Repositioning or No Repositioning

**Brand Equity**

Marks: 12

Introduction; Brand Equity; Cost Based Approach: Historical Cost, Replacement Cost Approach, Market Value Approach, Discounting the Cash Flow Approach, Brand Contribution Approach, Inter-brand Approach; Price Based Approach: Price Premium Approach, Market Share Equalisation Approach, Price Premium at Indifference Approach; Customer Based Approach: Brand Knowledge Method, Attribute Oriented Method; Types of Brand Association: Favourability of Brand Associations, Strength of Brand Associations, Blind Test Method; Latest Measures to Compute Brand Equity: Direct Measurement Methods, Indirect Valuation Methods

**Brand Image, Brand Identity and Brand Valuation**

Marks: 11

Introduction; Brand Image; Definitions: Brand Image and Celebrity, Brand Personality and Brand Image; Brand Identity; Brand Valuation: Brand Loyalty, Other Tangibles and Intangibles Valuation, Intangible Assets; Customer Retention and Brand Marketing: Customer Retention, Measurement of Customer Retention, Benefits of Customer Retention, Strategies for Retaining Customers, Beyond Customer Retention; Ten Characteristics of the World's Strongest Brands: Delivering the Benefits that Customers Truly Desire, Relevance, Pricing Strategy based on Consumer's Perceptions of Value, Properly Positioned, Consistency, Sensible Brand Portfolio and Hierarchy, Perfect Use of Marketing Activities, Understanding what Brand Means to Consumers, Long Sustainable Support, Monitors Sources of Brand Equity

Introduction; Managing Brands Over Time; Brand Life Cycle: Investment, Profitability and Cash Flows and Brand Life Cycle; Brand Portfolio Management: Brand Portfolios are Running Amok; Managing a Brand and Customer Value: Label, Products - Labels – Brands, Effect of Communication on Labels and Brands, The Mental List, The Acid Test; Brand Positioning and Re-positioning: Success in Positioning, Positioning Errors, Positioning Strategies as Per Philip Kotler, Brand Re-positioning; Brand Marketing and Consumer Behaviour: Celebrity Endorsements as a Strategy, Six Uses of Celebrity Endorsements, Brand Marketing and Consumer Buying Behaviour; Conceptual Implications of the Approaches to Loyalty: Customer Brand Acceptance (CBA), Customer Brand Commitment (CBC), Customer Brand Buying (CBB); Difference between Trademark, Logo, Symbol and Mascot: Logotypes, Benefits of Logos, Brand Mascot

**Reference Books:**

1. Kapferer J.N., 2008. *The New Strategic Brand Management*, 4th edition, United Kingdom, Kogan page Publishers. p.560.
2. Kotler, 2007. *Framework for Marketing Management*, 3rd edition, Pearson Education India.
3. Kotler. P., Pfoertsch W., Michi I., 2006. *B2B Brand Management*. Springer Berlin. Springer. p.357.
4. Loudon D.L., Stevens R.E., and Wrenn B., 2004. *Marketing Management*, The Haworth Press, NY, Routledge. p.373.
5. Peter J.P., Donnelley J.H., 2010. *Marketing Management*. 10th edition. Mc-Graw Hill Companies. p.848.