

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – V

Optional Courses

1. Marketing Group

OMK 501	Consumer Behaviour
OMK 502	Advertising & Sales Promotion Management
OMK 503	International Marketing Management
OMK 504	Marketing of Services
OMK 505	Brand Management

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OMK 501

Consumer Behaviour

Objectives:

The basic objective of this course is to develop an understanding about the consumer decision-making process and its applications in marketing function of firms.

Course Contents:

Introduction to consumer behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision Making; Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception; Learning in Consumer Behaviour Change – Brand Loyalty and Brand Equity Consumer Attitudes and Attitude Change; Influence of Personality and Self Concept on Buying Behaviour; Psychographics and Lifestyle; Reference Group Influence; Social class and culture Influence Diffusion of Innovation and Opinion Leadership Family Decision Making; Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

Suggested Readings:

1. Assael, H. Consumer Behaviour and Marketing Action. Ohio, South Western, 1995.
2. Engle, J F. etc. Consumer Behaviour. Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989.
4. Hawkins, D I. Etc. Consumer Behaviour; Implications for Marketing Strategy. Texas, Business, 1995.
5. Mowen, John C. Consumer Behaviour. New York. MacMillan, 1993.
6. Schiffman, L G and Kanuk, L L. Consumer Behaviour. New Delhi, Prentice Hall of India, 1994.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

References:

Bennet and Kassarian : Consumer Behaviour, Prentice Hall

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OMK 502

Adverting And Sales Promotion Management

Objectives:

The aim of the paper is to acquaint the students with concepts, techniques and to give experience in the application of concepts for developing an effective advertising programme and also to develop an understanding about concepts, methods and strategies of sales promotion.

Course Contents:

Dimensions of advertising Concepts of advertising & Advertising management Classification of advertising, Advertising and marketing mix Advertising and other promotional tools – Functional and purpose of advertising The business of advertising. Planning and objective setting, Framework of the planning process, Communication and persuasion process, Wilbur Schramm's Model, Two Step Flow of Communication Advertising plan, Marketing communication process, Setting objective, Theory of Cognitive Dissonance and Clues for advertising Strategists: Stimulation of Primary and Selective Demand, DAGMAR approach and positioning Planning of an advertising campaign,; Copy Writing Creative execution : Message Strategy Attention & comprehension, Understanding attitudes formation in advertising Ad-evoked feeling through ad-campaign Brand and advertising, equity, personality. Group influence and advertising, word of moutg. Message tactics: Advertising and creativity Disciplined creativity Creative approaches in advertising, Major successful campaigns in advertising (national and international level) Advertising copy writing process. The basic creative process, As per the different medias, Copy testing, The actual production process. Advertising Organisation and role of advertising agency : The advertising industry, The advertising agency Interaction with the advertiser, Compensation pattern Advertising Appropriation Recent trends in advertising International advertising Client-agency relationship. Media management Media Planning Role of media , Media objectives, Media mix, Media tactics : Selection of media vehicals, media schedules Television media, print media, electronic media, out door, direct mail, transit and supplementary media. Social, ethical and legal aspect of advertising, E-communication Internet advertising & marketing; Evaluation of advertising Camping.

Sales Promotion and Marketing Mix; Nature and Types of Sales Promotion; Consumer Behaviour and Sales Promotion; Deal Prone Consumer; Economic Theories of Promotion; Sales Promotion's Impact on Sales; Evaluation of Sales Promotion Experiments; Choice and Purchase Timing Models; Manufacturer Promotion Planning Process; Retailer Promotion Planning Process; Strategic Issues in Designing Promotional Strategies; Substantive Findings and Issues on Coupons, Trade Dealings, and Retail Promotions.

Suggested Reading:

1. Aaker, David A. etc. Advertising Management, 4th ed. New Delhi, Prentice Hall of India, 2001.
2. Belch, George E and Belch, Michael A. Introduction to Advertising and Promotion. 3rd ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising. New York, John Wiley, 1981.
4. Hard, Norman. The Practice of Advertising. Oxford, Butterworth Heinemann, 1995.
5. Kleppner, Otto. Advertising Procedure. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986.
6. Ogilvy, David. Ogilvy on Advertising. London, Longman, 1983.
7. Sengupta, Subroto. Brand Positioning, Strategies for Competitive Advantages. New Delhi, Tata McGraw Hill, 1990.
8. Ailloni and Charas, Dan. Promotion: A Guide to Effective Promotional Planning, Strategies and Executions. New York, John Wiley, 1984.
9. Assael, Henry. Consumer Behaviour and Marketing Action. Bosten, Kant, 1987.
10. Blattberg, Robert C and Scott, A Neslin. Sales Promotion: concept, Methods and Strategies. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1990.
11. Schaltz, Don E and William, A Robinson. Sales Promotion Management. Chicago, Crain Books, 1982.
12. Strang, Roger A. The Promotional Planning Process. New York, Praeger, 1980.
13. Totten, John C and Block, Martin P. Analysing Sales Promotion: Text and Cases, Chicago, Commerce Communication, 1987.
14. Ulanoff, Stanley M. Handbook of Sales Promotion. New York, McGraw Hill, 1985.
15. Arens & Bovee' Advertising' Irwin, The Dryden press.
16. Shimp Advertising
17. O'Guinn Allen' Advertising Kuegler TJ "Advertising and Marketing" South Western College Publishing 2000.
18. Jerry Wind & Vijay Mahajan "Digital Marketing " John Wiley & Sons Inc. 2001.
19. Jaweler Jerome and Drewniany Bonnie L. "Creative Strategy in Advertising" Wadsworth Publishing company 1998.
20. Kleppner, Otto. "Advertising Prodedure Englewood cliffs, New jersey, Prentice Hall Inc. 1986.
21. Ogilvy, Devid. " Ogilvy in Advertising. London, ongman, 1983.

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International Marketing

Objectives:

1. The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.
2. To Acquaint the students with mechanism of International Marketing, Balance of Payment and Financing International Trade.
3. To Provide an understanding of International Business Operation and working of multinationals and India's joint ventures abroad.

Course Contents:

International Marketing – Definition, Concept And Setting; Distinctions between International Trade, Marketing and Business; Economic Environment of International Marketing; International Institutions – World Bank, IMF, UNCTAD, WTO, Economic Integration Customs Union, Common Markets, Free Trade Zones, Economic Communities; Constraints on International Marketing – Fiscal and Non-fiscal Barriers, Tariffs Non-tariff Barriers; Terms of Trade; Tariffs Trading Partners – Bilateral Trade Agreements, Commodity Agreements and GSP; India and World Trade, Import And Export Policy, Direction and Quantum of India's Exports; Institutional Infrastructure for Export Promotion; Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards etc.; Procedure and Documents – Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents; Instruments Of Payments – Open Account, Bills of Exchange; Letter Of Credit – Export Finance; International Marketing Mix – Identification of Markets, Product Policy, International Product Life Cycle, Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Project. Exports & Tendering – International Trade Theories – Export Packaging & labelling – Problems of Indian Export-Import Management – Sources of Information for International data –

Restrictive Trade Practices - Legal Dimension of International Marketing
– Counter Trade & Global Sourcing – International Marketing
Intelligence – Risk in foreign Trade & Management – Strategic Market
Plan .

Suggested Readings:

1. Bhattacharya, B. Export Marketing: Strategies for Success. New Delhi, Global Business Press, 1991.
2. Johri, Lalit M. International Marketing: Strategies for Success. University of Delhi, Faculty of Management Studies, 1980.
3. Keegan, Warren. Global Marketing Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.
4. Onkvisit, Sak and Shaw, J J. International Marketing: Analysis and Strategy. New Delhi, Prentice Hall of India, 1995.
5. Pripalomi, V.H.: International Marketing, Prentice Hall.
6. Terpstra, Vern and Sarathy, R. International Marketing. Oriando, Dryden Press, 1991.
7. Walter, I and Murray, T. Handbook of International Business. New York, John Wiley, 1988.
8. R.L. Varshney and B. Bhattacharya International Marketing Management, An Indian Perspective, Sultan Chand & Sons, 4792/23, Daryaganj, New Delhi – 100002.
9. T.A.S. BALAGOPAL, Export Management, Himalaya Publishing House, Ramdoot, Dr. Bhalero Marg, Girgaon, Bombay –1.
10. James M. Livingstone : International Marketing Management, Mac Millan Press Ltd., London.
11. Harold J. Hack : International Trade American Management Association N.Y.
12. Richard D. Robinson : International Management, Holt, Richard and Winston, London.
13. Chakrabarti H. : Trade and Commerce of Ancient India.
14. Francis Cherunilam : International Business.
15. Charles Kindleburger : International Economics.
16. B.S. Rathod : Export Management.
17. U.J. Kegan : Global Marketing Mangement.
18. R.M. Srivastava : International Strategic Management.
19. Thakur-Boston-Srivastava : International Management Concept & Cases.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

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Marketing of Services

Objectives:

The objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis.

Course Contents:

The Emergence of Service Economy; Nature of Services; Goods and Services Marketing; Marketing Challenges in Service Business; Marketing Framework for Service Business; The Service Classification; Service Product Development; The Service Encounter; The Service Consumer Behaviour; Service Management Trinity; Service Vision and Service Strategy; Quality Issues and Quality Models; Demand-supply Management; Advertising, Branding and Packaging of Services; Recovery Management and Relationship Marketing; Service Marketing; Origin and Growth-Classification of Services-Marketing of financial services-The Indian scene-Designing of service strategy.

Suggested Readings:

1. Lovelock, Christopher H. Managing Services: Marketing Operations and Human Resources. Englewood Cliffs, New Jersey, Prentice Hall Inc.,1995.
2. Lovelock, Christopher H. Services Marketing, Englewood Cliffs, New Jersey, Prentice Hall Inc.1993.
3. McDonald, Malcom and Payne, A. Marketing Planning for Services. Butterworth, Heinemann, 1996.
4. Newton M P Payne, A. The Essence of Services Marketing. New Delhi, Prentice Hall of India,1996.
5. Verma, H V. Marketing of Services. New Delhi, Global Business Press, 1993.
6. Zelthami, V A and Bitner, M J. Services Marketing New York, McGraw Hill,1996.

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Brand Management

Objectives:

The objective of this course is to introduce the students to the concept of brand. How companies offer various products in the market through brands, their extension the building of brand equity. Students are expected to understand the concepts, applications and competencies in using knowledge of brand to develop better marketing strategies.

The broad topics to be covered are:

Introduction to the concept of brand.

Understanding brand-concept of brand knowledge, brand personality, brand equity, brand positioning brand value, brand research

Issues in managing the brand-brand portfolios, brand positioning strategy,

Measuring brand equity, extensions of brand

New brand development

Product offering, differentiation, the process, setting objectives, market dynamics, launching new brands,

Role of promotional tool like, Advertising, Sales-promotion schemes, direct marketing etc in brand building

Decision to be taken in managing the product offering Marketing decision to build brands-branding commodity products, building global brands

Financial valuation of brand

Net branding

Brand leaderships

Brands as intellectual property

Branding the corporate

Brand Revitalization.

Branding in Different sectors: Customer Industrial, Retail and Service.

References:

1. Aaker David A. "Brand Leadership, "The free Press New York 2000.
2. Aaker David A. "Managinfg Brand Equity", The Free Press New York 1991.
3. Kania Deborah "Branding. Com" NTC Business Book 2000.
4. Kapferer, Jean-Noel; Stategic Brand Management, Kogan Page India Private Pvt.