

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – VI

Optional Courses

3. Marketing Group

OMK 601 Marketing of Social Services

OMK 602 Management of Retail Business

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Evening)

Semester – IV

Marketing Group

OMK 601

Marketing of Social Services

Objectives:

The Course is designed to give an opportunity to acquire knowledge about the application of Marketing tool and techniques in the marketing socially desirable causes specially in the context developing country like India.

Course Contents:

Relevance of social services in a developing economy; applications of marketing in social services, e.g. health and family welfare, adult literacy programme, environment protection, social forestry etc.; socio-economic-cultural influences on beneficiary system; organising for marketing social services; beneficiary research and measurement of their perceptions and attitudes; planning and implementation of mass campaigns; beneficiary contact programme; use of print and electronic media in mass communication; diffusion of innovative ideas; geographical expansion strategies in mass contact programme; review and monitoring of making strategies of socially relevant programmes.

Suggested Readings :

1. Betsy, D Gelb and Ben, M. "Marketing is Everybody's Business Goodyear, Santa Monica (California)". 1972.
2. Gather, A and Warren, M D. "Management and Health Services" Pergamon Press, Oxford, 1977.
3. Hyenion, K E. "Ecological Marketing".. Columbus, Ohio 1976.
4. Jena, B and Pati R. "Health and Family Welfare Services in India". Ashish, New Delhi..1986.
5. Kotler, Philip and Roberto, Eduardo L. "Social Marketing : Strategies for changing Public Behaviour". Free Press, New Yourk, 1989.
6. Maitra, T. "Public Services in India". Mittal, New Delhi.1985.
7. Pena, J J and Posen B. ed :Hospital Quality Assurance". Aspen, Marykland. 1984.

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Semester – IV

Marketing Group

OMK 602

Management of Retail Business

Objectives :

The course will focus on manufactures perspective on retailers and understanding of the retail business.

Course Contents :

An introduction to the Retailing System. Retailing mix – social forces – Economic forces – Technological force – Competitive forces; Retailing definition, structure, Different formats – marketing concepts in Retailing – Consumer purchase behaviour – Cultural and Social group influence on Consumer Purchase Behaviour; Retail store location – Traffic flow and analysis – population and its mobility – exteriors and layout – Customer traffic flows and pattern – Creative display; Merchandise Planning – Stock turns, Credit Management, Retail Pricing, Return on per sq. feet of space – Retail promotions – Staying ahead of competition; Supply Chain Management – Warehousing – Role of IT in supply chain management; Franchising, Direct Marketing/Direct Selling – Exclusive shope – Destination stores – Chain Stores – Discount Stores an other current and emerging formats – Issues and options; Retail Equity, Technology in Retailing – Retailing through the Internal.

Suggested Readings :

1. Diamond Allen, Fashion Retailing, Delmar Pub. 1993.
2. Diamond, Jay and Gerald Pintel Retailing, Prentice-Hall, NJ, 1996.
3. Drake, Mary Francis, J.H.Spoone and H. Greenwald Retail Fashion, Promotion, and Advertising Macmillan, NY, 1992.
4. Levy,Michael&barton A Weitz Retailing management,2nd edition ,Irwin, London,1995
5. Morgenstein,Melvin and Harriat Strongin Modem Retailing,prentice-hall,NJ,1992.