

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Full Time)

(With Effect From July 2002)

Semester – IV

Optional Courses

3. Marketing Group

OMK 401	Industrial Marketing
OMK 402	Sales & Distribution Management
OMK 403	Marketing of Social Services
OMK 404	Management of Retail Business

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OMK 401

Industrial Marketing

Objectives:

The objective of this course is to lay a foundation for an understanding of the complex dimensions of the industrial marketing

The proposed curriculum of the subject is :

Nature and scope of Industrial Marketing, v/s Consumer marketing, System of Industrial marketing, Characteristics of industrial marketing, Specific problems of industrial marketing, customer relationship, Nature of demand in Industrial Markets derived demand, joined demand; Product Management; Concept of Industrial goods, Characteristics of industrial goods, Planning industrial products and services, Product Management, Product specification/quality, Segmenting, targeting and positioning of industrial products, Industrial Buying behaviour, Industrial Buying Process, Industrial Buying Behaviour models, Industrial customer, Industrial Product Pricing, Pricing new products, Price Determinants, Competitive bidding, Negotiations,; Purchasing : Concept, Selection and training of purchase personnel, Repetitive purchase, Progressing of supplies, Purchase records/ Purchase Accounting, Legal aspects of purchasing. Distribution and channel relationship, Logistics management, marketing research and market information system, industrial services, industrial marketing communication, industrial marketing strategy, planning and implementation Sales force management; Technology and Industrial Markets.

Suggested Readings:

1. Corey, E. Raymond. Industrial Marketing : Cases and Concepts . 3rd ed. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1983.
2. Gross, A C. etc. Business Marketing. Boston, Houghton Mifflin, 1993.
3. Hill, Richard. Etc. Industrial Marketing. Homewood Illinois, Richard D. Irwin, 1975.
4. Reeder, Robert R. etc. Industrial Marketing : Analysis, Planning and Control, Englewood Cliffs, New Jersey Prentice Hall Inc. 1991.
5. Webster, F E. Industrial Marketing Strategy, 2nd ed. New York, John Wiley, 1979.

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Sales and Distribution Management:

Objectives:

The basic objective of the course is to provide students with knowledge, skills & attitude to specify, evaluate & utilize information for successful distribution & promotion (sales) of products & services from producer to consumer/buyer.

Course Contents:

Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives; Personal selling process – negotiation, customer relationship management; Recruiting and Selecting Sales Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans; Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis.

Distribution, Logistics, Supply Chain Management – their role in Marketing .

Physical Distribution & Sales

Transportation & Physical Distribution

Elementary aspects of transportation, modes of transportation, transportation costing in relation to Marketing Transportation pricing & carrier liability.

Marketing Channels & Distribution Management

Significance of Marketing channels in Physical Distribution, factors influencing selection of channels, channels for new products, evaluating channel performance, physical distribution information centre packaging, testing; Costs in physical distribution .

Distribution Audit.

Organizational patterns in marketing channels

Vertical marketing systems, Conventional marketing channels, voluntary & co-operative group, franchise systems.

Channel management by channel participants

Channel management by manufacturers, wholesalers, retailers, Joint channels management through partnership.

Suggested Reading:

1. Anderson, R. Professional Sales Management: Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992.
2. Anderson, R. Professional Personal Selling: Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.
3. Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983.
4. Dalrymple, D J. Sales Management: Concepts and Cases. New York. John Wiley, 1989.
5. Johnson, E M etc. Sales Management: Concepts, Practices and Cases. New York, McGraw Hill, 1986.
6. Stanton, William J etc. Management of a Sales Force. Chicago, Irwin, 1995.
7. Stiiil, R R. Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988.

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 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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Management of Retail Business

Objectives :

The course will focus on manufacturer's 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 shops – Destination stores – Chain Stores – Discount Stores and other current and emerging formats – Issues and options; Retail Equity, Technology in Retailing – Retailing through the Internet.

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 Harriet Strongin Modern Retailing, Prentice-hall, NJ, 1992.