

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT  
CONSUMER BEHAVIOUR**

**Objective:**

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.

**Contents:**

Introduction to Consumer Behaviour, Consumer Behaviour and Marketing Strategy, Models of Consumer Behaviour, **Consumer Research, Market Segmentation**, Consumer Motivation, Information Processing and Consumer Perception, Learning and Consumer Behaviour Change Brand Loyalty and Brand Equity, Consumer Attitudes and Attitude Change, Influence of Personality and Self-concept on Buying Behaviour, Psychographic and Lifestyle, Group Influence, Social Class and Cultural Influence, Diffusion of Innovation, Family Decision Making, Industrial Buying Behaviour, Consumer Behaviour Audit, Consumer Behaviour Studies in India

Marketing Research:

Consumer Research, Product Research, Segmentation Research, Sales & Marketing Research

**References:**

1. Schiffman, Leon G. and Leslie Lazar Kanuk, (2007), *Consumer Behaviour*, Prentice Hall of India, New Delhi, 9<sup>th</sup> ed.
2. Peter J. Paul and Jerry C. Olson, *Consumer Behavior and Marketing Strategy*, Mc-Graw Hill companies, New Delhi, 7<sup>th</sup> ed.

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**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT  
CONTEMPORARY ISSUES IN MARKETING**

Overview

1. Role of Marketing in Producing social value and acquiring knowledge about the application of marketing tool and technique in the marketing socially desirable causes specially in the content of developing country like India.
2. Business at the base of pyramid :  
Leading corporations usually serve the top of the socio economic pyramid , the need today is also to focus on marketing to the low income sectors.
3. Business Marketing : The objective is to understand the complex dimensions of the business marketing.
4. B-B technology Marketing In this era of technological developments and innovation it becomes imperative to thoroughly understand, the concepts related technology and its marketing in a B-B content.
5. CRM In this era of fierce competition to find maintain and keep loyal profitable customers has become a challenge which requires transforming the organization from being product centric to customer centric.
6. Brand & Product Management  
The objective is to understand brands in the content of what they are and how branding can be used to attain competitive advantage.

**COURSE CONTENT**

**Module 1: Marketing of Social Services**

1. Application of marketing on social services
  - Health, Family welfare, Environment Enc Protecting, adult literacy,
  - Marketing strategies of socially relevant programs.

2. **Module 2 : Marketing at the Base of the Pyramid**

Micro finance, Public –Private Partnership in serving low income sectors from various perspectives. (Fortune at the bottom of the pyramid by C.K.Prahlán)

3. **Module 3 : Business Marketing**

Nature & Scope of Business Marketing understanding business market processes, market sensing and value assessment, understanding firms as customers, crafting market strategy in business markets , managing market offering and value based pricing, Business channel management, going customers, sustaining reseller partnership and sustaining customer relationship.

4. **Module 4 B2B Technology Marketing**

The course deals with 1) How pioneering firms manage the initial exploitation of technology products to create business value to establish enduring competitive advantage. 2) How established firm cope with an emerging technology product that threatens to diminish competitive advantage.

5. **Module 5 : Customer Relationship Marketing**

Introduction to CRM, CRM people, process & Technology approach, planning and implementing the CRM.

6. **Brand management**

Introduction to the concept of brand management, issues in managing brand – brand portfolios, brand positioning strategies, brand value, brand research Branding in different sectors.

**Reference Books:**

**Reference Books:**

1. Chistofer M Payne and Ballantyne D. (2002) Relationship Marketing, Creating stake holder value (2<sup>nd</sup> edition) Pub. Oxford Collen, Bullerworth, Heine Mann.
2. Parvatiyar A and Sheth N., 2002 Hand book of Relationship Marketing, Thousands oars C.A.; Sage
3. Prahalad C. K., The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Wharton School Publishing Paperbacks
4. Parvatiyar A. & Sheth N., *Handbook of Relationship Marketing*, Thousand Oars C.A., Sage, 2002.

5. Aaker David A. *Brand Leadership*, New York, The Free Press, 2000.
6. Reeder Robert R., et al *Industrial Marketing: Analysis Planning and Control*, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.
7. Kotler Philip and Roberto, Eduardo L. *Social Marketing: Strategies for Changing Public Behaviour*, New York, Free Press, 1989.

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT  
INTEGRATED MARKETING COMMUNICATION**

**Objectives:**

The aim of this paper is to equip the students with concepts, techniques and experience in the applications of concepts to develop effective marketing communications program. To make the student aware as to how strategic marketing communication helps in developing a competitive edge over competitors

**Contents:**

1. Dimensions of marketing communications, Introduction to IMC perspective
2. IMC and its role in marketing process
3. The business of advertising and organizing for advertising and promotion
4. IMC planning process, communication process
5. Objective and budget setting for advertising and promotion
6. Developing IMC program : creative and media strategy and tactics
7. Social and ethical aspects of advertising
8. Direct marketing
9. Internet and interactive marketing
10. Sales promotion: consumer promotion and trade promotion
11. Public relation and publicity, corporate advertising
12. Personal selling
13. Monitoring, evaluation and control of IMC program

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT  
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.

**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.

**References:**

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 Service Marketing, New Delhi, Prentice Hall of India, 1996.
5. Verma, H.V. Marketing o Services. New Delhi, Global Business Press, 1993.
6. Zelthami, V A and Bitner, M. J. Services Marketing New York, McGraw Hill,1996.