Vidyalankar Institute of Technology

An Autonomous Institute affiliated to University of Mumbai

Master

of

Management Studies

Second Year Scheme and Syllabus (Marketing)

(As per AICTE guidelines, with effect from the Academic Year 2024-25)

STRUCTURE OF SECOND YEAR OF POST GRADUATE MANAGEMENT PROGRAM:

Sr. No	Category	Credits Proposed
1	Core	03
2	General Education	04
3	Internship/Projects/Field Work	09
4	Specialisation Core	18
5	Specialisation Electives	12
6	Credit Transfer Course	04
	Total	**50**

The Autonomous curriculum for MMS is developed considering the current industry needs in terms of skill sets demanded under new business environment. The course structure is designed keeping in mind learner aspirations and corporate expectations. The second year of the programme offers following courses:

1. **Core Courses**: These are foundational and general management courses to help the learner to acquire tools, techniques, skills and concepts used in business. Core courses comprise of courses focusing on business administration areas like Accounting, Marketing, Communication, Leadership etc.
2. **General Education Courses:** To facilitate holistic and multidisciplinary education, novel and engaging course options will be offered to learners, in addition to courses of 2nd year. The emphasis of these courses is to develop proactive thinking to apply the knowledge in the dynamic and socio-economic business ecosystem.
3. **Specialisation Core**: Specialisation core courses focus on rigorous grounding corresponding to the area of selected specialisation. It helps the learners to develop proficiency in selected specializations after completing the core and open elective courses of business and management in 1st year.
4. **Specialisation Electives:** Learners can select electives from their chosen specialisation to explore and strengthen their area of expertise. It endeavours to strengthen learners chosen specialisation by selecting these electives to build the skill sets for learners through an integrated framework of theoretical and practical training for gaining deeper understanding in their selected specialisation.
5. **Credit Transfer Course:** A credit transfer course is designed to allow students to earn academic credits at one institution and then transfer those credits to another institution, typically towards the completion of a degree or certification.

STRUCTURE OF SECOND YEAR POST GRADUATE MANAGEMENT PROGRAM

SYMMS - Semester III – Marketing (M)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS34	Summer Internship Project	--	5
MS35	Business and Sustainable Development	3	3
MSM27	Rural Marketing	3	3
MSM28	Product and Brand Management	3	3
MSM29	Sales Management	3	3
MSM30	Customer Driven Marketing Strategy	3	3
MSM31	Consumer Behaviour and B to B Marketing	3	3
MSM32	IMC and Digital Marketing	3	3
MSMXX	Specialisation Elective I	3	3
MSMXX	Specialisation Elective II	3	3
MSMXX	Specialisation Elective III	3	3
MSGEXX	General Education Course	3	2
Total		**33**	**37**

Second Year Third Semester Specialisation Electives (SE): Marketing (M)

Course Code	Course Name	Lecture Hours Per Week	Credits Assigned
MS36	Business Analytics	3	3
MSM33	Services Marketing	3	3
MSM34	Marketing Research	3	3
MSM35	Customer Relationship Management	3	3
MSM36	Financial Aspect of Marketing	3	3
MSM37	Retail Management	3	3
MSM38	Event Management	3	3
MSM39	Marketing Analytics	3	3
MSM40	E-Commerce	3	3
MSM41	International Marketing	3	3
MSM42	Marketing of Technologies	3	3

SYMMS - Semester IV – Marketing (M)

Course Code	Course Name	Lecture Hours/ Week	Credits
MS37	Functional Project/ Research Project	3	4
MS38	Credit Transfer Course	3	4
MSHXX	Specialisation Elective	3	3
MSGEXX	General Education Course	3	2
Total		**12**	**13**

Detailed syllabus of the courses recommended in

Semester-III

Course Name: Business and Sustainable Development

Course Code: MS35

Category: Core

Preamble:

This course explores corporate sustainability from the perspective of large, multinational corporations. Main focus is on the management tools available to corporations and how they can drive sustainability into a company at all levels, providing a balance between environmental stewardship, social well-being, and economic prosperity.

Objectives:

1. The importance to each individual corporate entity of corporate sustainability.
2. Key drivers and inhibitors, both external and internal to the corporation, of the natural environmental and social aspects of corporate sustainability.
3. The roles of social and natural environmental risk, and product and process innovation, in developing corporate sustainability.

Pre-requisites:

N.A.

Course Outcome:

Student will be able to:

1. Define sustainability and identify major sustainability challenges.
2. Identify, act on, and evaluate their professional and personal actions with the knowledge and appreciation of interconnections among economic, environmental, and social perspectives.
3. Apply concepts of sustainable development to address sustainability challenges in a global context.

Course Scheme:

Contact Hours		**Credits Assigned**	
Theory	Tutorial	Theory	Tutorial
3	--	3	--

Detailed Syllabus

Module No.	**Module Name**	**Content**	**No. of Hours**
1	**Introduction to the Sustainable Development**	Meaning, Objective, Scope, evolution of Sustainable Development, Sustainable Development Goals (SDGs), United Nations Global Compact, Significance and Challenges of Sustainable Development	9

Module No.	Module Name	Content	No. of Hours
2	**Importance of Corporate Sustainability**	Assessing the Strategic Opportunity, Managing Sustainability Transitions across Business Functions, successful cases of organizations focusing on a business model designed around sustainability principles and mind-sets, Various Strategies for Sustainable Development:-Community Knowledge, Harness Technology, Innovative Practices, Co-Operation and Partnership	12
3	**Seizing the Strategic Opportunity**	Managing Sustainability Transitions across Business Functions, the challenges related to the management of the integration of sustainability-related processes in business organizations. Economic, Socio-Political and environmental Aspects of Sustainability	9
4	Corporate Stakeholder Engagement	Multilateral engagement, Government engagement, NGO's – influence and engagement, Trade associations (WBCSD), Stakeholder interests and engagement	6
5	**Transitioning Organizations to Sustainable Enterprises**	Developing the Road-Map, Approach the challenge of developing a roadmap to realize the stakeholder value creation potential in sustainability transitions at three different levels, initiatives related to transformational change in the organizations. Corporate Social Responsibility and Corporate Governance	9
		Total	**45**

Skill Set Acquired:

1. Current best practice in corporate sustainability.
2. Identify, analyse and solve, within the context of economic sustainability, issues within a corporation that relate to its natural environmental and social sustainability.
3. Make a case to a range of stakeholders, including managers, boards, and owners addressing specific corporate sustainability issues.
4. Develop appropriate policies and plans to address these issues.

Text-Books:

1. Corporate Sustainability in Practice: A Guide for Strategy Development and Implementation by Paolo Taticchi, Melissa Demartini
2. Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies by Mark Anthony Camilleri.

Reference-Books:

1. How to Succeed as an Independent Consultant by Holtz, Herman.
2. Strategy for Sustainability: A Business Manifest by Adam Werbach.

E- Resources:

1. Global Journal of Management and Business Research: D Accounting and Auditing
2. Indian Journal of Finance - http://www.indianjournaloffinance.co.in/
3. IVEY Business Journal- https://iveybusinessjournal.com/publication/corporate-sustainability-what-is-it-and-where-does-it-come-from/

MOOC:

1. https://www.coursera.org/learn/corp-sustainability
2. https://www.edx.org/course/introduction-to-corporate-sustainability-social-in

Programme Structure (Autonomy -MMS- R2023-2025 Batch) for Master of Management Studies (MMS)

Course Name: Rural Marketing

Course Code: MSM27

Category: Specialisation Core

Preamble:

This course will help in understanding of the rural economy of India and develop a marketing program for rural consumers.

Objectives:

1. To develop an understanding of the rural economy of India
2. To develop a marketing program for rural consumers

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. Get an overview of rural India
2. Analyse rural India and drivers of rural demand
3. Understand how rural consumers behave and what factors affect their behaviour
4. Understand the 7P‟s in rural context
5. Understand marketing of rural oriented products g & services
6. Understanding the scope of Social Entrepreneurship in rural India

Course Scheme:

Contact Hours		**Credits Assigned**	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	**Module Name**	**Content**	**No. of Hours**
1	Introduction to Rural Marketing	Demographics and psychographics of rural India, Land use patterns, Health care, etc.	03
2	Rural India and drivers of rural demand	Rural Environment – Socio Economic, Cultural and Political Aspects, SHG, Microfinance, NABARD, RRBs, State cooperative banks Governmental Development Programmes, Mahatma Gandhi National Rural Employment Guarantee Act (MN REGA)	05
3	Rural Consumer Behaviour	Characteristics of rural consumer, Factors affecting rural consumer behaviour	07

4	7p's of rural marketing-mix	7p's of rural marketing-mix	07
5	Rural Distribution	Challenges & Opportunities	05
6	Communication in Rural India	Enable students to appreciate the various media for reaching rural	05
7	Rural oriented products g & services	Marketing of Agri Input and Rural Produce & Services Marketing (Agricultural & Non-agricultural)	05
8	Technological application in rural India	Proliferation of technology in Rural India	03
9	Scope of Social Entrepreneurship in rural India	Social Entrepreneurship – Opportunities & Challenges	05
Total			**45**

Skill Set Acquired:

1. Students will be able to understand function of sales and its importance, comprehend the art of managing the sales force.
2. Students will be able to Understand to comprehend the art of managing the sales force, develop critical thinking skills and situational leaderships.

Text-Books:

1. Pradeep Kashyap, (2007) : IInd Edition, The Rural Marketing Text Book
2. Ravindranath V. Badi & Narayansa V. Badi (2014) IIIrd Edition , Rural Marketing Text Book; HPH

Reference-Books:

Not Applicable

E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Programme Structure (Autonomy -MMS- R2023-2025 Batch) for Master of Management Studies (MMS)

Course Name: Product and Brand Management

Course Code: MSM28

Category: Specialisation Core

Preamble:

This course will help sensitize the students with the practices of product and brand management.

Objectives:

1. To expose and sensitize the students with the practices of product and brand management.
2. To understand the key issues in Product and Brand Management

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. Understanding the functions of Product Management
2. Understanding the portfolio analysis and tools.
3. Understanding the relationship between Product strategy and PLC
4. Understanding NPD process
5. Understanding the Financial Implications across PLC
6. Understanding the fundamentals of Brand Management
7. Understanding Brand Equity and its measure

Course Scheme:

Contact Hours		**Credits Assigned**	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	**Module Name**	**Content**	**No. of Hours**
1	Introduction to Product Management	Role and Functions of Product Managers	3
2	portfolio analysis and tools	Product Mix and SBU Strategies, Portfolio analysis (BCG / GE Multifactor Matrix)	6
3	Product strategy	Product Decisions over the PLC	3
4	NPD process	New Product Development Process and the related strategies	9
5	Financial Implications across PLC	Financial Decision on the PLC using Polly and Cook Model	3

6	fundamentals of Brand Management	Introduction to Brand Management- Branded House Vs House of Brands, Corporate Brand	6
7	Brand development process	Brand prism by Kapferer Model, Brand Anatomy	6
8	Understanding Branding Decisions	Branding Decisions- Line Extensions, Category Extension	6
9	Brand Equity	Brand Equity – Concept and measure	3
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

1. Students will be able to understand the portfolio analysis and tools, the relationship between Product strategy and PLC, the Financial Implications across PLC.
2. Students will be able to Understand fundamentals of Brand Management, Brand development process.

Text-Books:

1. Strategic Brand Management by Kevin Lane Keller, M G Parameswaran, Isaac Jacob, Pearson
2. Brand Management by David Aaker, Tat McGraw Hill
3. Brand Management-Indian Perspective by YLR Murthy, Vikas Publishing

Reference-Books:

Not Applicable

E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Sales Management

Course Code: MSM29

Category: Specialisation Core

Preamble:

This course will help sensitize the students understand function of sales and its importance, the art of managing the sales force.

Objectives:

1. To understand function of sales and its importance
2. To comprehend the art of managing the sales force
3. To motivate and manage sales force effectively
4. To motivate and manage sales force effectively
5. To learn the art of solving problems related to sales process on the field

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. Familiarising the student with the sales management function
2. Deeper understanding about sales organisations across sectors
3. The students will develop an appreciation of negotiations & sales of services and physical goods
4. Familiarising the students with techniques of sales process
5. Identifying the right attitude and skills for sales force and developing an understanding of Territory Management.
6. Tools & techniques to set sales targets

Course Scheme:

Contact Hours		**Credits Assigned**	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	**Module Name**	**Content**	**No. of Hours**
1	Sales Management function	Introduction to sales organisation and types of sales force. Importance of sales management in any business organisation	3
2	Sales organisations across sectors	Sales Organisation Structures, both B2B, B2C	3

3	Selling skills	Negotiation skills for services sales as against physical good sales, Sales dyads , Decision Making Units (DMUs)	3
4	Sales process	Sales approach, demonstration & closure, Personal selling, Applications of AIDA Model in sales	3
5	Understanding of Territory Management.	Territory and time management, route planning, scheduling customer visits. Manpower planning, Recruitment, Selection, Training and development of sales personnel.	6
6	Tools & techniques to set sales targets	Planning & forecasting techniques such as Moving Averages, Trend Analysis etc. and target setting (sales budget and quota setting), using software support or Excel.	3
7	Sales Administration	Devising sales compensation, incentives, fixed and variable components of compensation, Non –monetary incentives. Performance evaluation of salesmen, setting standards of performance, recording actual performance, evaluation and managing sales meetings	6
8	Skills to effectively manage sales force.	Sales force management during different phases which includes motivation during bad times (positive reinforcement), planning sales contests	3
9	Understanding the relationships between the present sales & future plans of the organisation	Field sales control - Sales reporting system which includes weekly, monthly, quarterly reports and interpretation of the data for future action plans, sales analysis and marketing cost analysis, sales audit, managing outstanding.	3
10	Understanding Delivery schedules	Importance of Distribution and Logistics Management in relation to Sales Management, Understanding lead time and delivery schedule etc	2
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

1. Students will be able to understand function of sales and its importance, comprehend the art of managing the sales force.
2. Students will be able to Understand to comprehend the art of managing the sales force, develop critical thinking skills and situational leaderships.

Text-Books:

1 Sales Management, Still, Cundiff & Govani, Prentice Hall India
2 Professional Sales Management, Anderson, Hair & Bush , Tata McGraw Hill
3 Management of sales force, Stanton & Spiro Mc Graw Hill International
4 Sales Management, Futrell 6th edition Thomson South western
5 Sales and Distribution Management, S L Gupta, Excel Books India
6 Text Book on Sales Management, Dr. R.K. Srivastava, Excel Books India

Reference-Books: Not Applicable

E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Customer Driven Marketing Strategy

Course Code: MSM30

Category: Specialisation Core

Preamble:

This course will help to develop an ability to respond rapidly to changes driven by consumer behaviours / new technologies.

Objectives:

1. To understand and predict changes in the macroeconomic environment and its impact on marketing programmes
2. To develop an ability to respond rapidly to changes driven by consumer behaviours / new technologies

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. Understand the basics of Marketing strategy and tactics
2. To Understand the strategic aspects of New Product Development & Commercialization
3. To understand and apply various matrices to evaluate marketing programmes
4. To Understand issues in formulating product and brand policies
5. Formulating a Marketing Plan
6. To Understand the issues in the design and management of channels

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
2	0	2	0

Detailed Syllabus

Module no	Module Name	Content	No of Hours
1	Introduction to Marketing strategy	- Concept, Principles, Understanding of Strategy & Tactics	03
2	New Product Development & Commercialization	SWOT analysis, PARTS framework and design of the demand landscape Commercialization of innovation through alliances Challenges during the technology adoption life cycle	09
3	Marketing Intelligence	Understanding information needs for market Research Assessment of key marketing metrics – Return on Marketing Investment; Market share and payback period; Net Promoter score; Customer satisfaction and share of wallet; Brand	09

		awareness/ preference; purchase intentions; Average Unit retail price, percentage sales on deals; All commodity volume; Inventory turns, same store sales, Cannibalization	
4	Product and Brand Policy	Line and Mix decisions Managing across the product life cycle from pre-launch, pruning and withdrawal from the market Lead users and role in product design Brand Culture – Aligning with organizational culture	06
5	Pricing Policy	Types of pricing strategies: Cost-plus, Perceived value, Price band – Types and width of price bands and its management Using promotions as a lever to manage the price band	05
6	Marketing Plan	Situation Analysis – 5C's analysis (customer/competitor/collaborator/co mpany/context); Forecasting societal changes based on PEST analysis Preparing and Presenting the Marketing plan	04
7	Channel Policy	Designing the length, breadth, and modifying the dimensions of the channel Need for control and availability of resources and role in channel design Channel selection strategy – direct, corporate, contractual systems Omni-channels Channel conflicts and resolution	09
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

1. Students will be able to develop an ability to respond rapidly to changes driven by consumer behaviours / new technologies
2. Students will be able to Understand to comprehend the art of managing the sales force, develop critical thinking skills and situational leaderships.

Text-Books:

1 Marketing Strategy, Walker Mullins Boyd & Larreche, Tata McGraw-Hill
2 Marketing Strategy, Luck & Ferrell, Southwestern
3 Marketing Strategy, Stephen Schnaars, Free Press
4 Marketing Metrics, Reibstein , Farris , Bendle, Pfeifer, Pearson
5 Strategic Marketing, Dr.Shahjahan
6 New Product Policy & Plans , Yoram Wind
7 Lead Users, Eric Von Hippel

E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Consumer Behaviour and B2B Promotion

Course Code: MSM31

Category: Specialisation Core

Preamble:

This course will help in understanding of the pre -post purchase consumer behavior and business marketing

Objectives:

1. To develop conceptual insights into key aspects related to consumer behavior and B2B buying such as
    1. Social, psychological and other factors,
    2. STP
    3. Models and
    4. Strategies

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

- Students will be able to understand consumer and b2b marketing
- Students can analyze consumer and industrial marketing situations
- Students can apply knowledge of consumer and b2b marketing

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Consumer Behaviour	Introduction, definition and impact of digital revolution and importance to marketing.	04
2	Discovering Purchase Motives	Theories of motivation, Maslow's hierarchy of needs and its relevance to consumer behaviour and marketing strategy; the physiology of technology on consumer behaviour.	01

3	Impact on consumer behaviour	Learning and Information Processing and its impact on behaviour	04
4	Models pertaining to consumer attitudes	Attitudes: Concepts and Models Cognitive Dissonance, Tricomponent Theory, Multi attribute model, Attitude and market segmentation, product development strategies and attitude change strategies	02
5	To understand the consumption behaviour thru lens of social classes and personlaities , personas	VALS model and segmentation, Personality, Personas, Social Class: concept of social class, homogeneity of needs in social class, social class stratification in India New SEC/ NCAER, classification of the society, Influence of social class on purchase behaviour	03
6	Issues in Post purchase decisions	Post purchase behaviour: Post purchase evaluation and disposition towards the product, Post purchase satisfaction measures	03
7	Introduction to B2B	Categories and classifications of Industrial, B2B buyers, types of demands, micro-macro environments, differences in consumer vs b2b	03
8	Understanding B2B buying	Buying situations, DMU, Gate keepers, decision making process, Mattson model,	03
9	Foundation of B2B strategies	Models of buying behaviour, segmentation models in b2b and ABC / VED / FSND analysis	05
10	Generation of B2B strategies	Strategies based on STP, 4 Ps, PLC, Value Analysis, e commerce	07
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

1. Students will be able to start contributing to managerial decision making and implementation of marketing from Sem IV placements

Text-Books:

1. Consumer Behaviour, Schiffman & Kanuk and S Ramesh Kumar,10th edition Prentice Hall India.
2. Marketing Models , Gary L.Lilien, Kotler, Moorthy, Eastern Economy Edition
3. B2B and Industrial marketing- Yoram Wind

Course Name: Integrated Marketing Communications, Media Planning and Digital Marketing

Course Code: MSM32

Category: Specialisation Core

Preamble:

This course will help students to understand the new media, Different types, their strengths and the way customer interacts with new / digital media and plan media promotions.

Objectives:

1. To understand the new media, Different types, their strengths and the way customer interacts with new / digital media.
2. To develop the skills to strategize and execute campaigns in all media.

Pre-requisites:

Basic understanding of Marketing Management and E Commerce

Course Outcome:

Student will be able to:

- Students will understand importance of various media and importance of its integration
- Students will be able to come up with integrated plans as required covering traditional and digital media

Course Scheme:

Contact Hours		**Credits Assigned**	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	**Module Name**	**Content**	**No. of Hours**
1	Introduction to Media	Communication process, Types of media including data bases(CRM), response models	05
2	Process of media and promotion planning	Steps, Concepts such as SOV, Readership, Clicks, Personas, Strategies, briefs, budgets and relation to Brand Building	07
3	Role of various media	Role in consumers and b2b buying, contextual targeting	02

4	Search Engine Optimization (SEO) and SEM	Need for SEO • Strategies • Method • Integration with Google Analytics, analysis of reports and metrics , Campaign strategy • Identifying keywords and their configurations • Creating AdWords campaigns • Assess campaign using AdWords analytics reports	09
5	Social Media Marketing , Email, blogs, Mobile marketing,	Introduction & comparison of various Social Media (including subscriber base, features, popularity etc.) Social Media Marketing strategies – with examples/ cases • Content Strategy for various social media • Creating Campaign on Social media (Facebook) • Assessment of campaign using Facebook analytics , Video advertising, email	07
6	Pricing Models and analysis post implementation	Traditional media- TV, Radio, Print, OOH, Mobile, AR-VRCost per Click (CPC) • Cost per thousand Impression (CPM) • Cost per acquisition (CPA) • Relevance of each in different situations • Prevention of click frauds, Post campaign analysis	09
7	Role of technology	Using technology for marketing including Chat GPT, Ai in marketing decisions, to automate campaigns and analysis	09
Total			**45**

Skill Set Acquired:

1. Students will be able to understand media planning context
2. Students will be able to contribute by suggesting appropriate media plans and execute them end to end

Text-Books:

1. The Art of Digital Marketing – Ian Dodson – Wiley Publication
2. Digital Marketing – Vandana Ahuja – Oxford Publication
3. IMC – by Kruti Shah
4. IMC- Belch
5. IMC-Sales promotion- Chunawala

Detailed syllabus Sem III Marketing Electives

Course Name : Business Analytics

Course Code: MS36

Category: Specialisation Elective

Preamble: This course will help students understand the concepts of Business Analytics and its applications using excel and R and prepare them face the corporate world.

Objectives:

1. To gain understanding of relevant statistical tools applicable for Business Analytics.
2. To learn data mining techniques using Excel and R.
3. To evaluate various models of Business Analytics.

Pre-requisites:

1. Knowledge of Statistics & MS Excel

Course Outcome:

1. Students will get understanding of basic concepts of Business Analytics.
2. Students will learn how to use tools like Excel and R for Business Analytics.

Course Scheme:

Contact Hours		**Credits Assigned**	
Theory	Tutorial	Theory	Tutorial
3		3	

Detailed Syllabus:

Module No.	Module Name	Content	No. of Hours
1	Introduction to Analytics	Meaning, application areas of business analytics, techniques of analytics.	3
2	Statistics for Business Analytics	Central tendencies and dispersion, central, limit theorem, sampling distribution, hypothesis testing, simple linear regression, categorical data analysis, analysis of variance (ANOVA), non-parametric tests.	3
3	Advanced Excel Proficiency	Describing Numeric Data, Pivot Table Analysis, Linear Regression, Comparing Two Sample Variances, Comparing Two Sample Means, Pair T Test, One Way ANOVA, Two Way ANOVA, Generating Random Numbers, Rank and Percentile, Histogram Procedure, Exponential Smoothing and Moving Average, Sampling, Covariance and Correlation, Goal Seek and Solver.	6
4	Understanding R	Using R Studio, working with data in R, R procedures.	6
5	Data Mining using Decision Tree	Introduction to decision trees, model design and data audit, demo of decision tree development, algorithm behind	6

		decision tree and other decision tree.	
6	Data Mining using clustering in R	Understanding cluster analysis using R, clustering as strategy, hierarchical clustering, non-hierarchical clustering - K means clustering, variants of hierarchical clustering, different distance and linkage functions.	6
7	Time Series Forecasting	Time series vs causal models moving averages, exponential smoothing, trend, seasonality, cyclicity causal modelling using linear regression forecast accuracy.	3
8	Predictive Modelling – Logistic Regression using R	Data import and sanity check, development and validation, important categorical variable selection, important numeric variable selection, indicator variable creation, stepwise regression, dealing with multicollinearity, logistic regression score and probability, KS calculation, coefficient stability check, iterate for final model.	6
9	Overview of Big Data and Hadoop	Big data and Hadoop and concept, application, cloud computing, generators of big data.	3
10	Data Analysis and Applications	Credit risk analytics, fraud risk analytics, financial services marketing analytics.	3
Total			**45**

Suggested List of Tutorials:

1. Use of MS Excel – basic & advanced functions
2. Practical use of R Studio

Skill Set Acquired:

1. Basic understanding of business analytics
2. Ability to apply various statistical tools and techniques in the process of business analytics
3. Use of advanced Excel functions
4. To understand use of R
5. Data mining techniques using R
6. Evaluation of models
7. Understand tools of business analytics
8. Ability to apply business analytic tools

Textbooks:

1. Laursen & Thorlund, Business analytics for managers.
2. Balram Krishnan , Business analytics: concepts and theories.
3. R N Prasad and Seema Acharya , Fundamentals of business analytics.

Reference Books:

1. Thomas W Miller , Modelling techniques in predictive analytics
2. Lander ,R for everyone: advanced analytics and graphics
3. Evans ,Business analytics

E-Resources:

MOOCs: Coursera

Course Name: Services Marketing

Course Code: MSM33

Category: Specialization Elective

Preamble:

This course will help to familiarize students to basic concepts and decision making processes involved in Services Management.

Objectives:

1. To familiarize students to basic concepts and decision-making processes involved in Services Management
2. To help students to understand application of these concepts to various industries in service sector

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. Students will be able to understand Fundamentals of services
2. Students will be able to understand Consumer Behaviour in Service industry
3. Students will be able to understand Gaps in service delivery
4. Students will be able to understand how to forecast demand, Planning delivery and capacity by using service assets of an organization

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No of Hours
1	Introduction	Difference between Products & services, Key characteristics of services	04
2	Consumer Behaviour in Services	Consumer Behaviour in Services	05
3	Services Marketing Mix decisions7Ps, SERVQUAL model	Services Marketing Mix decisions7Ps, SERVQUAL model	07

4	Managing Demand, capacity & service assets	Managing Demand, capacity & service assets	07
5	Managing Customer Relationships	CRM as a tool for customer satisfaction and retention, service blueprints – moments of truth, Leaking bucket theory	06
6	Complaint handling , Service Failure & Service Recovery	Complaint handling , Service Failure & Service Recovery	07
7	Improving Service Quality	Service Marketing triangle, Fishbone Diagram	05
8	New developments in service marketing	Peer to Peer sharing (Airbnb , Uber , Ola)	04
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

1. Students will be able to understand function of sales and its importance, comprehend the art of managing the sales force.
2. will help to familiarize students to basic concepts and decision making processes involved in Services Management.

Text-Books:

1 Services Marketing International Edition –Zeithamal V., M. J. Bitner and D.Gremeler
2 Services Marketing – Text and Cases – Rajendra Nargundkar, 2nd Edition by McGraw-Hill Companies
3 Services Marketing by Lovelock, Wirtz & Chatterjee 7 edition
4 Services Marketing, Indian Edition By Valarie A Zeithmal, Dwayne D Gremler, Mary Jo Bitner, Ajay Pandit

Reference-Books: Not Applicable E- Resources:

5. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
6. Journal of marketing (www.scimagojr.com/ Journal of marketing)
7. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
8. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Marketing research

Course Code: MSM34

Category: Specialisation Elective

Preamble:

This course will help students to explore different approaches of Marketing research and acquaint them with contemporary marketing research practices.

Objectives:

1. This course is designed to acquaint students with the marketing research process, applications and statistical tools & techniques
2. This course will help students explore different approaches of Marketing research and acquaint them with contemporary marketing research practices.

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. To understand the purpose of marketing research, a marketing information system and be familiar with various stages of the marketing research process
2. Understand the fundamentals of Qualitative research.
3. Understand the process of marketing mix research
4. Understand the various aspects of Advertising research
5. Understand the applications of brand research

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Introduction to Marketing Research.	Need & Scope of Marketing Research. Structure of Marketing Research studies. The Marketing Research Process	04
2	Qualitative Analysis	Brainstorming, Focus Groups, InDepth Interviews, Projective Techniques, Attitude and motivation research, Concept under tests	06
3	Recap of Business Research Methods	Primary Research - Various aspects such as scales, questionnaire design, sampling frame & technique Secondary	04

		Research – Secondary and Standardized sources of Marketing Data Primary & Secondary sources of Secondary Data Analysis	
4	Process of marketing mix research	Market segmentation, Positioning Research, Product/Price/Promotion/Distribution research, Sales Promotion Research Campaign Tracking Research	09
5	Various aspects of Advertising research.	Advertising Research, Concepts of copy testing and ad tracking, Ad recall, Ad Comprehension, Stages involved in Advertising research, Types of advertising media research, Print, Out-door, TV/Cinema, Mobile outdoor media	09
6	Application of brand research	Brand research - Brand Equity Research Brand Valuation Research Corporate Image Measurement Research	04
7	Application of statistical tools and techniques to marketing problems	Understanding and Application of Tools used for Marketing Analysis a. Forecasting Models b. Discriminant Analysis c. Logistic Regression d. Cluster Analysis e. Multidimensional Scaling f. Conjoint Analysis	09
Total			**45**

Suggested List of Tutorials (4)

SPSS tools and techniques

Skill Set Acquired:

1. Students will be able to understand Application of Tools used for Marketing Analysis a. Forecasting Models b. Discriminant Analysis c. Logistic Regression d. Cluster Analysis e. Multidimensional Scaling f. Conjoint Analysis

Text-Books:

1 Marketing Research –Hair, Bush, Ortinau (2ndedition Tata McGraw Hill)
2 Marketing Research Essentials – McDaniels & Gates (3rd edition SW College publications)
3Marketing Research – Sunanda Easwaran and Sharmila J Singh – Oxford Publications
Marketing Research – Nigel Bradley – Oxford Publications
3. Marketing Research Essentials – McDaniels & Gates (3rd edition SW College publications)
4.Marketing Research – Zikmund & Babin – Cengage Learning 6 Marketing Research – Aaker, Kumar, Day (9th edition John Wiley & Sons)

Reference-Books: Not

Applicable E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Customer Relationship Management

Course Code: MSM35

Category: Specialisation Elective

Preamble:

This course will help students to provide insights into CRM concepts and its applications in maximising customer lifetime value.

Objectives:

1. To provide insights into CRM concepts and its applications in maximising customer lifetime value.

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. Get an overview of the concept of CRM
2. Get a deeper understanding on "Who the Customer is"
3. Measuring Customers and identifying profitable customers
4. To appreciate the Importance of acquiring and retaining customers.
5. To understand relationship marketing and Its role in brand building
6. To understand CRM in different Sectors
7. To develop conceptual knowledge of technological tools used in CRM

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	The concept of CRM	Introduction to CRM, Levels of CRM, CRM and its integration processes in organisation	03
2	Who the Customer is	Know your customer in terms of target group, Voice of customer, Customer Care, Customer Value, Customer Touch Points, Customer Portfolio Analysis	06
3	Measuring Customers	Customer life cycle and customer life time value, Recency, Frequency, Monetary analysis	03
4	Importance of acquiring and	Importance of Customer Acquisition and Retention by Loyalty programs, impact of churn-rate and profitability, Loyalty ladder	06

	retaining customers.		
5	Relationship marketing and Its role in brand building	Relationship marketing, building brands using relationship marketing	06
6	CRM in different Sectors	CRM in B2B and B2C markets considering requirements in service and manufacturing sectors.	05
7	Implementation issues and road map	CRM Implementation road map, Operational Issues	06
8	Understanding eCRM process.	eCRM, Meaning, Essence, Difference with CRM, eCRM Process, Implementing and Integration with other processes, Steps in E CRM process	04
9	Conceptual knowledge of technological tools used in CRM	Technology, Modules and Sub modules of a CRM software, Cloud Technology (SAAS, PAAS etc), Virtual Technology.	06
Total			**45**

Suggested List of Tutorials (3)

Technology modules like CRM software,

Skill Set Acquired:

1. Students will be able to understand Customer life cycle and customer life time value, Recency, Frequency, Monetary analysis
2. Students will be able to Understand Technology, Modules and Sub modules of a CRM software, Cloud Technology (SAAS, PAAS etc), Virtual Technology

Text-Books:

1 CRM Hand Book A Business Guide to Customer Relationship Management 1st Edition by Jill Dyché Addison- Wesley

2 Customer Relationship Management: A Strategic Perspective,G. Shainesh, Jagdish N Sheth, Macmillan

3 CRM, Urvashi Makkar & Harinder Kumar Makkar, Tata Mc Graw Hill Education Private Ltd

4 CRM Concepts and Cases second edition, Alok Kumar Rai, PHI

5 Implementing SAPCRM The Guide for Business and Technology Manager, Vivek Kale, CRC Press

Reference-Books: Not Applicable

E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Financial Aspects of Marketing

Course Code: MSM36

Category: Specialisation Elective

Preamble:

This course will help in understanding the concept and practices in the BFS industry.

Objectives:

1. To develop an understanding into the concept and practices in the BFS industry.

Pre-requisites:

Basic understanding of marketing Management and financial management

Course Outcome:

Student will be able to:

1. To familiarise students with the importance of banking services and NBFCs
2. To understand the role of customer service and satisfaction in the banking industry
3. To understand trends in modern banking
4. To understand the various banking products
5. To understand key aspects of customer loyalty
6. To develop a better understanding of various Financial Services available in India
7. Understanding of Compliance issues.
8. Understanding the nature and management of business risks

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Introduction	Role of banks, Payment Banks and NBFCs in credit supply to Indian businesses and consumers, Definition and Principles of Insurance	05
2	Types of customers and their accounts	KYC guidelines of the RBI, non-resident accounts, importance of customer service in banks - customer satisfaction and delight	05
3	Trends in modern banking	Changing expectations and perceptions, features of modern banking – emerging trends in banking - e-banking , universal banking, mbanking, payment wallets	05

4	Banking products	Wholesale banking, Retail banking – personal/consumer loans, home loans, vehicle loans, educational loans, etc. International banking, bancassurance, credit cards, debit cards, other retail banking products.	06
5	CRM in banking services	Loyalty programs, grievance redressal mechanisms, priority banking, technological aspects of banking.	05
6	Marketing of financial services	Special features, service marketing mix, channels for banking services, Role of DSA/DMA in marketing bank products.	07
7	Compliance issues	Regulatory framework in Financial Services: Role of SEBI, RBI,AMFI, IRDA	06
8	Risk Management	Nature of business risks, Types of business risks, Risk mitigation, Role of rating agencies such as CRISIL, CARE, etc	06
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

1. Students will be able to Understand the marketing of financial services and the financial aspects of Business.

Text-Books:

1. Principles & Practices of Banking – IIBF, Macmillan.
2. Bhalla. V.K. – „Management of Financial Services" – Anmol, New Delhi.
3. Elements of Banking and Insurance – Jyotsna Sethi, Nishwan Bhatia, PHI Learning.
4. Customer Service & Banking Codes and Standards – IIBF, Taxmann.

Reference-Books: Not Applicable

E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Retail Management

Course Code: MSM37

Category: Specialisation Elective

Preamble:

This course will help in understanding the analytical ability of the students to attain an insight into Retail Management contexts.

Objectives:

1. To develop the analytical ability of the students to attain an insight into Retail Management contexts
2. To Understand the techniques for optimal utilization of resources

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. To Understand basics of Retailing
2. Understanding the Key elements in Retail planning process
3. Understanding Different Retail formats
4. Understanding issues in supply chain
5. Understanding the customer experience and engagement
6. Understanding market segmentation
7. Understanding Web-based retailing.

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Basics of Retailing	Factors Influencing Retailing, Basic Retail Models, Modern Retail format & Retailing in rural India	03
2	Strategic Planning in Retailing	Setting up Retail organization, Site analysis, Store Design / Layout, Cost & inventory control, Designing an information system for retail, Store based Strategy Mix, Store branding and Promotions	09
3	Different Retail formats	Retail Formats : Types, E-tailing, Ownership structures	03
4	Retail Supply Chain	Issues in managing supply chains Networks, Demand Forecasting, sourcing & vendor selection, Overall Inventory Management.	06

5	Store Operations	Store Atmosphere, In-store service, Visual Merchandising, Store-wise inventory Management	03
6	Identifying and Understanding Consumers	Trade area analysis- Huff Model, Radial studies, Gravity Models, & Drive-time analysis. Segmentation of consumers, Consumer perception and Behaviour & Shopping culture	06
7	Pricing in Retailing	Types of Pricing, Decoy Pricing, Bundle Pricing, EDLP, High-low Pricing, Loss leader pricing, Dynamic Pricing	06
8	Web-based Retailing	Technological Aspects, Economics of platforms challenges in managing platforms	05
9	Retail HRM	Identifying Manpower requirements, Recruitments, Selection & training	04
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

1. Students will be able to Understand the Key elements in Retail planning process.
2. Students will be able to understand Pricing strategy, and web based retailing.

Text-Books:

1. Retail Management – Chetan Bajaj; Rajnish Tuli; Nidhi Varma - Oxford
2. Fundamentals Of Retailing - K. V. S. Madaan -Tata McGraw-Hill Education
3. Retail Management: A Strategic Approach, - Berman - Pearson Education India
4. Retailing Management - Swapna Pradhan - Tata McGraw-Hill Education
5. Marketing Your Retail Store in the Internet Age - Bob Negen, Susan Negen Wiley
6. Retail Marketing and New Retail Idea - Marks & Spencer - Sven Hallbauer - GRIN Verlag
7. International Retail Marketing: A Case Study Approach - Margaret Bruce.
8. Strategic Retail Management: Text and International Cases - Joachim Zentes, Dirk Morschett.

Reference-Books: Not Applicable

E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Event Management

Course Code: MSM38

Category: Specialisation Elective

Preamble:

This course will help students To develop the conceptual & management skills at various levels in the area of overall event management; which will enable students to analyze, develop, conceptualize and formulate strategies in marketing of events.

Objectives:

1. To familiarize students the basic concepts and decision making processes involved in Event Management
2. To develop the conceptual & management skills at various levels in the area of overall event management; which will enable students to analyze, develop, conceptualize and formulate strategies in marketing of events

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. To understand basic concepts of event management
2. Developing a conceptual framework for events
3. To understand various aspects of planning events from the perspective of execution
4. To understand the financial aspects of conducting an event
5. Compliance of requirements for successfully organizing an event
6. To understand how event management companies align their capabilities to deliver customer satisfaction

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Introduction of Event Management concepts	Advantages, Types of events, Role of events in business promotion; MICE elements	03
2	Conceptual framework for events	Event Concept & Design – SWOT analysis, PESTEL Analysis, Elements of event, Establishing viability of the concept, Designing of the event	06

3	Event Planning	(operational perspective): Event Objective(s), Theme based event conceptualization, Event proposal, Event protocol, Planning Tools, Legal compliance	09
4	Event Financial Planning	Budgeting, Break-even projection, Contingency fund & Profitability analysis	04
5	Compliance of requirements	Focus on Standard operating Procedures & Checklists: Venue; Timing; Guest list; Invitations; Venue dressing; Equipment and facilities; Guest of honor; Speakers; Media; Photographers; Podium etc.; Celebrity endorsement; Staff recruitment and training; Catering; Health and safety issues; Insurance; Delegation and vendor management	09
6	Event Marketing	Characteristics of Event Marketing, Event Sponsorship	04
7	Event Coordination and Control	Event Staffing – Recruitment & Selection; Training & briefing; Crowd Management; Operations & Logistics; Event Evaluation – Tools, Steps and Reason for event evaluation	04
8	Trade Fairs	- Objectives, Importance in B2B/B2C marketing, Branding and Communication	06
Total			**45**

Suggested List of Tutorials

(4) Skill Set Acquired:

1. Students will be able to understand plan the event, market the event, manage event co-ordination and conduct trade fairs.

Text-Books:

1. Event Management - Lynn Van Der Wagen, Brenda R. Carlos [Pearson Education]
2. Event Planning & Management – Diwakar Sharma [deep & Deep Publication Pvt. Ltd.]
3. Event Management – Dr. Ashutosh Chaturvedi [Global india publications Pvt. Ltd.]

Reference-Books: Not Applicable

Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Marketing analytics

Course Code: MSM39

Category: Specialisation Elective

Preamble:

This course will help in understanding of the rural economy of India and develop a marketing program for rural and urban consumers.

Objectives:

1. To develop the analytical ability of the students to attain an insight into Retail Management contexts
2. To Understand the techniques for optimal utilization of resources

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. The students learn and understands how to work out pricing, breakeven analysis, and framing of marketing budgets
2. To understand the financial implications of various marketing strategies through examples
3. To analyse the financial feasibility of a project. The students will be able to calculate the CLTV measure based on specific inputs
4. The students will learn how data exploration is used in real world problem solving
5. The students will be able to understand the application of Market Basket Analysis from the analytics view point
6. Understanding of the Complete dynamics of analytics in the digital technology and social media landscape

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Pricing, Breakeven and Margin Analysis	Pricing, Breakeven and Margin Analysis, Demand Estimates, Marketing Budget and Marketing Performance Measure, Marketing Metrics and its application	03
2	Financial implications	Financial Implications of various Marketing Strategies	05

3	Statistical Techniques	Cross Tabulation, Chi square Test, T Test, ANOVA (F Test), Simple and Multiple Regression	05
4	Financial Feasibility and CLTV calculations	Financial Feasibility analysis using NPV method, Customer Life time Value (CLTV)	05
5	Data exploration uses in real world problem solving	Descriptive Analytics a. Geographical Mapping. b. Data Exploration. c. Market Basket Analysis	06
6	Moving averages method for forecasting	Forecast Analysis a. Moving Averages b. Time Series Forecasting Using Linear Regression	03
7	Predictive Analytics Model for Marketing a. Clustering models (segments) b. Propensity models (predictions)	The student will understand and apply specific statistical and regression analysis methods to identify new trends and patterns, uncover relationships, create forecasts, predict likelihoods, and test predictive hypotheses. Understand clustering models, product based and brand based clustering.	05
8	Social Media Marketing Analytics	Social Media Marketing Analytics a. Data mining methods b. Analyses for websites, search engine results, and social media, e.g., Twitter, Facebook, and blogs. (Audience size, Reach & Engagement, Traffic, Community responsiveness)	05
9	Digital Analytics/ Google Analytics	Digital Analytics/ Google Analytics a. App usage , App revenue, retention, churn analysis b. Mobile Analytics (Example-Amazon Mobile Analytics)	03
10	SPSS Analysis	Conjoint analysis, Cluster Analysis, Factor analysis	05
Total			**45**

Suggested List of Tutorials (10 hours):

Social Media Marketing Analytics
a. Data mining methods b. Analyses for websites, search engine results, and social media. SPSS analysis

Skill Set Acquired:

1. Students will be able to understand and apply specific statistical and regression analysis methods to identify new trends and patterns, uncover relationships, create forecasts, predict likelihoods, and test predictive hypotheses. Understand clustering models, product based and brand based clustering.
2. Students will be able to understand the concept of factor analysis, different methods of factor analysis and the interpretation of factor solutions with emphasis on exploratory factor analysis, confirmatory factor analysis and structural equation modelling

Text-Books:

1 Marketing Analytics: Strategic Models and Metrics by Stephan Sorger, Admiral Press.
2 Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L. Winston, Wiley
3 Marketing Metrics - Manager's Guide to Measuring Marketing Performance by Neil T Bendle,

Course Name: e-Commerce

Course Code: MSM40

Category: Specialisation Elective

Preamble:

e-commerce is the buying and selling of goods online. By optimizing e-commerce as part of a broader digital commerce transformation, sellers stand to attract more customers and earn more profits. In 30 years, e- commerce has changed the way consumers shop and the way goods and services are sold. This course will provide an introduction about the concepts, parts and handling of e-commerce.

Objectives:

1. To teach e-commerce concepts
2. To teach ways to use e-commerce in sales and marketing

Pre-requisites:

Basic understanding of marketing Management

Course Outcome:

Student will be able to:

1. Explain role of and concepts of e-commerce and role of digital tools to achieve sales and marketing objectives.
2. Open a shop front for e retailing.

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Introduction to e commerce	Technological building blocks of e commerce, basic business uses Features and types of e commerce business	03
2	Building an e commerce presence	Systematic approach, outsource vs in-house, choosing software & hardware, websites and applications required	04
3	Ecommerce security and payment systems	Protection from frauds, hacking, fire walls, proxy servers and other parts of security plan Integrating payment gateways, billing	07
4	e-commerce business strategies	Value chains, back ends, B2B and B2C models	07
5	e commerce marketing and advertising	Data mining, Data bases, Data warehouses, Affiliates, CRM, facebook, mobiles, pintrest, instagrams	06
6	E commerce retailing and services	E commerce for FMCG, Small and large retailers, brands, services	06

7	e-Commerce backend	Procurement and supply chain, collaborative commerce	05
8	Selling side, UX, UI, Shop fronts	Hands on with any store front company	07
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

1. Students will be able to make e- commerce rough roll out or marketing plan
2. Students will be able to open store front.

Text-Books:

1. E-commerce-Business, Technology, Society-13th edition- Laudon and Traver, Pearson

Reference-Books:

2. E-commerce-An Indian perspective-3th edition- P T Joseph, PHI

E- Resources:

1. International Journal of Electronic Commerce- https://www.tandfonline.com/toc/mjec20/current
2. Electronic Commerce Research- https://www.springer.com/journal/10660
3. International Journal of electronic commerce- https://www.jstor.org/journal/intjeleccom

Course Name: International Marketing

Course Code: MSM41

Category: Specialisation Elective

Preamble:

This course will help develop a deep understanding of International Marketing. To develop the analytical ability of the student to attain an insight into International Management contexts.

Objectives: Programme Structure (Autonomy -MMS- R2023-2025 Batch) for Master of Management Studies (MMS)

1. To develop a deep understanding of International Management
2. To develop the analytical ability of the student to attain an insight into International Management contexts

Pre-requisites:

Basic understanding of Business Management

Course Outcome:

Student will be able to:

1. To Understand the scope of international business
2. To Evaluate country attractiveness, impact on business models
3. To Understand cultural differences and impact on business operations
4. To understand the Optimal way to enter a market
5. To understand International finance decisions and impact on operations
6. Basics of WTO from the perspective of a business manager

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Scope-international business	Introduction ¬ Objective ¬ Scope ¬ Perlmutter's EPRG Model	05
2	Country Analysis	PESTEL analysis ¬ The Atlas of Economic Complexity ¬ Porters Diamond ¬ Country Risk analysis	06
3	cultural differences	Cross Cultural Management ¬ Hofstede's Cultural Dimension ¬ CAGE Framework Pankaj Ghemawat ¬ Culture and Leader Effectiveness: The GLOBE Study	07

4	Mode of Entry	Market/Country Entry Strategic Alliances/- JV / M&A.	07
5	International finance	Investment Decisions ¬ Drivers of FDI – Special emphasis on emerging markets ¬ Offshore Banking ¬ Forex Management – ADR-GDR's- EU bonds	06
6	Basics of WTO	WTO Regional Trade Agreements ¬ Building Blocks of WTO ¬ Major agreements of WTO	07
7	Multinational and subsidiary development and management.	Managing of Multinationals ¬ Organization Structure -Matrix -Geographic -Product ¬ International HRM -Expatriate Management -Staffing of Subsidiaries ¬ Integration Response Models -Types of subsidiaries -Control of subsidiaries ¬ Global manufacturing and supply chain - Optimizing of Supply chain - Offshoring V/S Outsourcing	07
Total			**45**

Suggested List of Tutorials

NA Skill Set Acquired:

Students will be able to understand International Business, International Finance, Country evaluation.

Text-Books:

1) International Business - Mike W. Peng; Klaus E. Meyer - Cengage Learning
2) International Business Environment, The: Text and Cases- J Stewart Black ; Anant K Sundaram – Prentice Hall India
3) International Business –Charles W L Hill - McGraw Hill

Reference-Books:

1. International Management - Arvind V Pathak – TMH
2. The Cultural Dimension of International Business – Gary P Ferraro – Pearson
3. Multinational Management – John B. Cullen _ Thomson
4. International Business: Challenges and Choices - Alan Sitkin, Nick Bowen – Oxford Press

E- Resources:

1. Journal of Consumer Research (www.scimagojr.com/ Journal of Consumer Research)
2. Journal of marketing (www.scimagojr.com/ Journal of marketing)
3. Journal of Marketing Research (www.scimagojr.com/ Journal of Marketing Research)
4. Marketing Science (www.scimagojr.com/ Marketing Science)

Course Name: Marketing of -Technologies, High Technology -Products and Services

Course Code: MSM42

Category: Specialisation Elective

Preamble:

The job market of future will be ruled by various technologies- either its marketing or its management. This course will help prepare marketing students to contribute to these changes

Objectives:

As a capstone, Sem IV course, this course will help students-

1. In understanding the peculiar differences of hi tech marketing from the usual B2B, B2C marketing
2. compete for upcoming technology marketing positions

Pre-requisites:

1. Basic understanding of marketing Management, Industrial, B2B, Product and Brand management, SIP
2. A technical background such as graduation in engineering, pharmacy, bio tech or a passion for technology and future career in technology, will be an added advantage

Course Outcome:

Wrt hi technologies and its derived products and services students will be able to:

- understand marketing
- analyze marketing situations
- apply for marketing of hi technologies and its derived products and services

Course Scheme:

Contact Hours		Credits Assigned	
Theory	Tutorial	Theory	Tutorial
3	0	3	0

Detailed Syllabus

Module no	Module Name	Content	No. of Hours
1	Introduction	Upcoming technologies and their role	01
2	Life Cycles	PLC Technology Life cycles Planned vs Unplanned Obsolescence of products and Portfolios	03
3	Hi Technology Uncertainties	Customer adoption- Moore's Chasm, Diffusion of innovation Adoption friendly Product characteristics Continuum of technologies and innovations	05

4	Competition	Mergers, Acquisitions and surprise entry of big players	03
5	Buyer needs, attitudes and behaviours	Lead Users QFD Value analysis Buyer needs Buyer anxiety Buyer steps of procurement Buyer's cultural resistance to change and innovation	09
6	Segmentation and Sizing	STP Market Sizing under Uncertainty	03
7	Product/ Service Design and Development	Working with R& D and manufacturing	03
8	Promotion	Understanding technology User manuals and other promotions	06
9	Case Studies		03
10	Student Projects		04
11	Guest Lectures		05
Total			**45**

Suggested List of Tutorials :

Not Applicable

Skill Set Acquired:

Students will be able to start contributing to managerial decision making and implementation of marketing from Sem IV placements

Text-Books:

To be decided

E- Resources: nil