

P.G. Diploma in Marketing Management Advertising & Sales Administration

101: Marketing Management

- UNIT I** Marketing: An Overview: Introduction – Evolution, Distinctive Function and Scope, Process and Types of Marketing, Difference between Marketing and Selling, Marketing Mix, Marketing Segmentation, and Targeting
- UNIT II** Product and Price Management: Product Management – Meaning and Classification of Products, Product Policy and Product Planning, Product Mix and Product Line, NPD Concept, PLC Concept
- UNIT III** Price Management: Meaning, Importance, Objective, Influencing Factors And Procedure Of Pricing, Pricing Policy And Methods, Pricing Strategies Or Tactics, Various Pricing Concepts (Price Dumping, Discrimination, Price Vs Non Price Competition, Resale Price Maintenance, Price Sensitivity, Allowances)
- UNIT IV** Promotion and Distribution Management, Promotion Management – Concept of Marketing Communication, Marketing Communication Process, Promotion Concept, Types of Promotion and Promotion Mix
- UNIT V** Distribution Management – Role, Importance, Types, Levels, Influencing Factors, Channel Design and Management Decision, Physical Distribution (Importance And Types), Retailing And Wholesaling Types, Fronds And Decision

Suggested Readings :

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| Philip Kotler | : | Marketing Management (Millenium Edition) |
| Kotler Armstrong | : | Principles of Marketing (9 th Edition) |
| Ramaswamy | : | Marketing Management |
| Sherlaker | : | Marketing Management |
| C.B. Mammoria | : | Marketing Management |

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102: Sales Management

- UNIT I** Sales Management – Concepts, Objectives and Functions of Sales Management
- UNIT II** Sales Planning – Estimation of Current and Future Demand, Sales Budget Designing, Sales Territories, Setting Sales Quota and Organization Setup for Sales Department
- UNIT III** Personal Selling and Management of Sales Force – Concept, Types and Theories of Selling Process, Strategies and Styles
- UNIT IV** Management of Sales Force - Designing the Sales Force Objectives, Sales Force Requirements, Sales Force Structure, Sales Force Size, Sales Force
- UNIT V** Logistics Management – Managing Physical Distribution – Supporting And Facilitating Services in Physical Distribution Management

Suggested Readings

- Stillcundiff : Sales Management
Strorholm : Principles of Selling

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103: Business Communication

- UNIT I:** Meaning and process of communication. Different objectives of communication, Media of communication, sharpening the tools of business communication, Barriers of effective communication.
- UNIT II:** Developing oral communication skills – Pronunciation, Phonetics consulting dictionaries, Listening skills, Making effective presentation, Conducting Meetings, Telephonic conversation.
- UNIT III:** Developing written communication skills, Building up vocabulary, Correctness in grammar and punctuation, Structure and lay out of letters [Sales, credit collection etc.] Tenders Memorandum, Notices, Agenda, minutes.
- UNIT IV:** Basic negotiation skills: Interviews – How to face and how to conduct – case studies. Work atmosphere and dealing with disciplinary matters, Negotiation Skills
- UNIT V:** Report Writing: Types of reports, editing a report – Summarising reports, Making the precis and its importance.

Book Recommended :

- 1- Business communication theory and application – Aymond V. Lesikar & John D. Petite
- 2- Business communication and Skills– H.B.S. Course Material
- 3- Business Correspondence and Report Writing – R.C. Sharma and K. Mohanta
- 4- Communication at work – Alder - Mc Graw Hill
- 5- Business communication strategy and skills – Mary Munter (Prentice hall)
- 6- Business communication – Homai Pradhan

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104: Advertising Management

- UNIT - I Advertising World** – What Is Advertising? Advertising and Marketing Mix, Importance of Advertising in Marketing and Communication, Communication Models, Types Of Advertising, Legal And Ethical Issues In Advertising, Advertising As A Tool Of Consumer Welfare
- UNIT – II Advertising Decision and Media Planning–**
Advertising Budget, Advertising Appeals, Media, Types Of Media, Media Selection, Media Planning Process, Types Of Campaign, DAGMAR Approach
- UNIT – III Creativity in Advertising** – Message Design and Positioning, Marketing Objectives, Message Presentation, Advertisement Message Structure, Message Format
- UNIT – IV Layout Preparation and Advertising ART -** Components of Layout, Position, Right and Left Hand Advertising, Top Bottom Advertisement, Divided Advertisement
- UNIT – V Fundamentals of Computer Graphics** – 3D, Rendering, Ray Tracing, 2-D Morphing, 3-D Morphing

Suggested Reading :

1. Chunawalla & Sethia : Foundation of Advertising Theory and Practice.
2. P.K.Agarwal : Advertising Management

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201: International Marketing

- UNIT: I** **Introduction-** Nature, Scope, Challenges in International Marketing, Difference between International Marketing & domestic Marketing, Theories of International Trade.
- UNIT: II** **International Marketing Environment-** Identifying & Analyzing opportunities in the international trade environment, Economic, Social, Political, Economic, cultural Technological factors affecting International Marketing.
- UNIT : III** **International Marketing Strategies-** Development of International Marketing Strategies for products, Pricing, Promotion & Distribution of Products & Services, Competitive Strategies for International markets.
- UNIT : IV** **Recent Trends in India's Foreign Trade-** Export Promotion Need, Objectives & methods of promotion of export, Risk in International Market, Export Financing, Role of Export Houses
- UNIT : V** **International Economic Institution-** Regional Economic Integration & Strategic implications, IBRD, WTO.

Suggested Readings:

- M.N. Mishra - International Marketing
Varshney Bhattacharya - International Marketing

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202: Rural & Service Marketing

- UNIT : I** **Rural Marketing-** Image of Indian Rural Marketing, Rural Consumer Dimensions, Rural Demand Dimension, Approaches to rural markets of India.
- UNIT : II** **Physical Distribution,** Channels of distribution, Sales Force Tasks, Marketing Communication, Market Segmentation, Product Management.
- UNIT : III** **Service Marketing-** What are services? Distinction between product & services, outstanding characteristics of services, factors affecting the faster growth of services.
- UNIT : IV** Classification Of Services, Marketing Services, Service Marketing Mix- Are Four Ps adequate, service marketing model, external marketing, internal marketing, interactive marketing.
- UNIT : V** Marketing issues before a service organization, Critical Success factors for service marketing, Future of service marketing.

Suggested Readings:

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| C.N. Sontakki | - | Marketing Management |
| C.B. Memoria | - | Marketing Management |

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203: Market Research and Consumer Behaviour

- UNIT I** **Marketing Research** – Meaning, Nature, Scope, Importance Of Marketing Research, Types, Methods And Sources Of Primary And Secondary Data, Types Of Research Design
- UNIT II** Techniques of Data Analysis, Types Of Marketing Research (Customer, Product, Market, Sales, Advertising And Motivational)
- UNIT III** **Consumer Behaviour : An Introduction- Defining Consumer Behaviour** – Individual Buyer Decision Process, Significance, Applying CB Knowledge, The Consumer Research Process, Individual Determinants Of Consumer Behaviour, Needs And Motivation, Personality And Self Concept
- UNIT IV** **Perception, Learning and Attitude of Individual Buyer**
- UNIT V** **Environmental Influence on Consumer Behaviour** – Group Dynamics and Reference Groups, Family, Social Class And Culture And Consumer Decision Making

Suggested Readings

Schiffnan And Kunak : Consumer Behaviour