

3604 – MARKETING MANAGEMENT - II									
Teaching Schedule Per Week			Progressive Assessment		Examination Schedule (Marks)				
Lectures	Practical	Credits			Theory		Practical Ex.	Total	
4	-	4	25		3Hrs.	100		125	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
3603		MOP		75	25	100	25	-	125

NOTE: Students are expected to know the latest techniques of marketing a product in national and international markets. They are also expected to know the changing Scenario in marketing sphere with the advance techniques. Role of various relevant institution in marketing as well as in export and import trade. Case studies shall be used along with lecture method as pedagogical tools.

COURSE CONTENTS

	Hrs	Mks
1. LATEST TECHNIQUES IN MARKETING Use of Psychological techniques; Consumer Behaviour, Motivation research, telemarketing, System Selling, Concept Selling, Factors affecting Consumers Behaviour, Economic; Social; Cultural; Buying process; Steps Motives; Rational Motives Patronage Motives; Emotional Motives; Seller point of view; Difference between consumer behaviour; Importance of Consumers Behaviour, Organisational buying Behaviour, Motivation-research, Methods, Survey (field), Experimental survey, Projective Techniques and Tests.	10	15
2. PROJECT PORTFOLIO ANALYSIS Marketing over phone, Product line, Product mix, Product line decision, Product Portfolio, Product Diversification (No detailed study of analysis)	8	10
3. ROLE OF MARKETING IN DEVELOPING ECONOMY Marketing Environment in Indian Market, Rural and Urban Marketing, Social Marketing, Features of Rural Market, Problems of rural marketing, Distinction between Rural & Urban Marketing, Domestic Marketing Environment, Demographic scene, Scene before and after liberalisation, Legal and political environment.	7	10
4. INTERNATIONAL MARKETING How does it differ from domestic one? Quality Consciousness, Strategy, Meaning scope and problems, Environment.		

5. CHANGING SCENARIO

Globalisation, Free trade zones, Govt of India Policies on export and Import, Agencies Assisting Export Trade, Introduction to trade blocks, EEC (European Union), LAFTA, CACM, SARC ASEAN, Export promotion Council, Commodity Boards, Development Councils, Advisory Boards, Export Inspection Councils, FIEO, FICCI, I.T.P.O. (Indian Trade Promotion Organisation), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging, STC & MMTC, Indian Council of Arbitration, Export- houses.

15 20

6. EXPORT PROCEDURE & DOCUMENTATION

Registration Procedure, Post-shipment Procedure Export Documentation, Commercial invoice, Consular Invoice, Shipping Bill, Certificate of Origin, FORM G.R. I, FORM G.R. 3, FORM V.P./COD (each on delivery) Airway Bill, Foreign bill of exchange, Bill of lading, marine insurance documentation, Letter of credit (only meaning & parties)

9 15

Total

64 100

NOTE: 1. Individual question should not be allotted more than 8-10 marks. Attempt should be made to seek brief answers. Sufficient Internal choice is to be given in question paper.
2. Additional available hours are to be utilised in case studies analysis.

REFERENCE BOOKS

1. Davar, Rustom, 'modern Marketing Management'
2. Sontaki, C.N. "Marketing Management"
3. Marnosia, C.B. "Marketing Management"
4. Kotler/ P-O, Philip, "Principles of marketing" (PHI)
5. Gross, Andrew & others, "Business Marketing" (Houghton)
6. Kotler Turner, Marketing Management" (Prentice-Hall)
7. Robert R. Reeder, "Industrial Marketing" (Prentice-Hall)
8. Dholakia N. & others, "Marketing Management" (Macmillan)
9. Luck, David J. "Product Policy & Strategy" (PHI)
10. Gordon Wills & Others, "Creating & Marketing New Product" (Crossbey)
11. Kassarian & Bennett, "Consumer behaviour" (PHI)
12. Webster & Yoram Wind, "organisational Buyer Behaviour" (PHI)
13. Ehrenberg & pyatt, "Consumer Behavior" (Penguin)
14. Howard & Sheth, "The theory of Buyer Behaviour" (John Wiley)
15. Cundiff & Others, "Fundamentals of Modern Marketing" (PHI)
16. Lazer & Kelley, "Managerial Marketing" (Richard Irwin)
17. Ramaswamy & Namkumari, "Marketing Management" (MacMillan)
18. Alderson, W. "Marketing Behaviour" (Richard Irwin)
19. Nicosia, Francis, "Consumer Decesion Process" (Prentice-Hall)
20. Mehta, S.C. "Marketing Environment & Concepts" (TMH)
21. Gandhi, J.C. "Marketing Management" (TMH)
22. Neelammegham, S. "Marketing Management & Indian Economy" (Vikas)

