

DR. HARI SINGH GOUR UNIVERSITY SAGAR (M.P.)

(A Central University)



Department of Business Management

Syllabus

Of

MASTERS OF BUSINESS ADMINISTRATION

(Marketing Management)

III & IV SEM

(As per AICTE/NEP Model)

w.e.f. Session 2024

26/08/24

26/08/24

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Regular MBA Course for III & IV Semester

MBA Third Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-MDM-321-MM	Business Policy & Strategic Analysis	100	4	3	1	0	4
2.	BUM-SEC-322-MM	Soft Skill development & Field Project	100	4	0	1	3	4
3.	BUM- DSM-323(MM)	Digital and Social Media Marketing	100	3	3	0	0	3
4.	BUM- DSM -324(MM)	International Marketing and Service marketing	100	3	3	0	0	3
5.	BUM- DSM -325(MM)	Advertising Management	100	3	3	0	0	3
6.	BUM- DSM -326(MM)	Consumer Behavior	100	3	3	0	0	3
Total			600	20	15	2	3	20

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MBA Fourth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- MDM-421-MM	Entrepreneurship	100	4	3	1	0	4
2.	BUM-SEC-422-MM	Soft Skill Development & Field Project	100	4	0	1	3	4
3.	BU-M- DSM 423(MM)	Retail Management and product Management	100	3	3	0	0	3
4.	BUM- DSM - 424(MM)	B2B Marketing, Sales and Distribution Management	100	3	3	0	0	3
5.	BUM-DSM - 425(MM)	Rural Marketing	100	3	3	0	0	3
Total			500	17	12	2	3	17

AECC :Ability Enhancement Compulsory Course

CC :Core Course

SEC :Skill Enhancement Course

DSE :Discipline Specific Elective Course

GE :Generic

Course **FC** :

Foundation Course

OE :OpenElective

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Third Semester
Course Code: BUM- MDM -321-MM
Title: Business Policy & Strategic Analysis

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-MDM-321-MM	Business Policy & Strategic Analysis	100	4	3	1	0	4

Course Objective: *The objective of the course is to make the students familiar with Strategies of establishing Business Relations and learn appropriate ways of Creating Business Strategies.*

UNIT – I	Business Policy as a field of study: Genesis and importance of Business Policy; Vision, Mission, Objectives and policies; General Management point of view: Strategic Decision making and Role of Strategist in Strategic Management.	12 Hours
UNIT –II	Environmental Analysis and Internal Analysis; SWOT Analysis; Industry Analysis; Concept of value chain, Strategic profile of a firm: case study method.	12 Hours
UNIT – III	Competitive Analysis: Framework for analyzing competition, competitive advantage of a firm; : Strategic Decision making and Role of Strategist in Strategic Management	12 Hours
UNIT – IV	Strategic Choice and Implementation: Tools and techniques for Strategic Analysis; Impact Matrix, The experience Curve, BCG Matrix, GEC Model.	12 Hours
UNIT – V	Strategic Planning: Formulation of Strategies. Competitive Advantage to Corporate Advantage -Integrative Analysis, Strategic Planning: Formulation of Strategies Cases and examples.	12 Hours

Books Recommended:

- Business Policy & Strategic Management, Azhar Kazmi , Tata McGraw Hill, New Delhi.
- Business Policy, Strategic Planning & Management, P.K. Ghosh, Sutan Chand New Delhi.
- Ansoff, H. Igor. Implanting Strategic Management, Englewood Cliffs, New Jersey, Prentice Hall., 1984.
- Budhiraja, S.b. and Athreya, M.B. Cases in Strategic Management, New Delhi, Tata McGraw Hill, 1996.
- Christensen, C.R. etc. Business Policy: Text and Cases. 6th ed., Homewood Illionis, Richard D. Irwin, 1987.
- Glueck, William F. Strategic Management and Business Policy. 3rd ed. New York, McGraw- Hill. 1988.
- Hax, A.C. and Majluf, N. s. Strategic Management. Englewood Cliffs, New Jersey, Prentice-Hall Inc. 1984.
- Heme. G. and Prahlad, C.K. Competing fot rhe Future, Boston, Harvard Business School Press, 1984.
- Peters, Tom, Business School in a Box. New York, Macmillan1995.

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MBA Third Semester
Title: Soft Skill development & Field Project - BUM-SEC-322-MM

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
8.	BUM-SEC-322-MM	Soft Skill development & Field Project	100	4	0	1	3	4

Soft Skill development & Field Project shall be based on various practical Exercises which, shall comprise of Improving Communication Skills, Practices, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. The weight-age of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean. The plan for the semester will be announced separately. The selected topics shall be from the all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The evaluation is to be made internally out of 40 marks and externally out of 60 marks which will be for project work and Viva-Voce.

In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Workshops, Group Discussion and Seminars are the additional sources of knowledge.

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Third Semester
Course Code: BUM-DSM -323-MM

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- DSM-323-MM	Digital and Social Media Marketing	100	3	3	0	0	3

Course Objective: Understand the Digital Environment; Benefits of Social Media and web world for marketing.

UNIT – I	Evolution of digital marketing-The digital consumer & communities online, Offline Marketing vs Digital Marketing, Pre-requisites of Digital Marketing, Scope of Digital Marketing in Developing Economy	9 Hours
UNIT –II	Digital marketing landscape-Search Engine Optimization,Search Engine Marketing, -PPC and Online Advertising	9 Hours
UNIT – III	Social Media Marketing-Social Media Strategy & Customer engagement-Affiliate marketing & strategic partnerships, Scope of Social Media Marketing, Effectiveness of Social Media Marketing, Well-known Social Media Marketing Portals	9 Hours
UNIT – IV	Email marketing- Advantages and Disadvantages, Content strategies-CRM & CX in digital marketing-Digital marketing, data, and analytics-Social listening	9 Hours
UNIT – V	Web analytics-Social media analytics Mobile Marketing: Significance of Mobile Marketing, Integrating Digital and Social.-Media Strategies	9 Hours

Books Recommended:

- Digital Marketing:Strategies for online success- Godfrey Parkin
- Digital Marketing:Strategy, Implementation and Practice- Dave Chaffey and Fiona Ellis Chadwick
- Social Media Marketing:Strategies for Engaging in Facebook, Twitter and other Social Media- Loana Li Evans
- Digital and Social Media Marketing: A results Driven Approach- Aleksej, Gorden, Tahir Rashid, Ana Cruz

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Third Semester: 3 Course Code: BUM-DSM -324MM

International Marketing and Service marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- DSM-324MM	International Marketing and Service marketing	100	3	3	0	0	3

Course Objective: Learn the International Market Environment, Dealing with the Challenges, Learning the Rules of International Marketing.

UNIT – I	International Marketing- Nature & Process of International Marketing, Domestic Marketing V/s. International Marketing. Characteristics of MNCs. Process of Internationalization, Benefits and challenges of International Marketing.	9 Hours
UNIT –II	Basis for International Trade, Principle of Absolute Advantage, Principle of Relative Advantage, International Product Life Cycle Theory, Planning for International Marketing. Overview of Marketing Research, Market Analysis & Market Entry Strategies, International marketing management	9 Hours
UNIT – III	IMC in International Context-Emerging Markets-Future of International Marketing, Product Strategies: Basis decisions, Product planning branding and packaging decisions. Direct and indirect distribution channels, Advertising strategies.	9 Hours
UNIT – IV	Concept of Service, Characteristics of services –Intangibility, Inseparability, Variability, Perishability, Heterogeneity, Ownership, The Service Marketing Triangle, Environment of Service, Service as a system, Attitude towards service and service sector, Goods Vs Services.	9 Hours
UNIT – V	Designing the service-Performing the service-Communicating the service-Service leadership, Customer Retention and Relationship Marketing, Total Quality Management	9 Hours

Books Recommended:

- Bhattacharya, B. Export Marketing : Strategies for success.
- Johri, Lalit M. International Marketing : Strategies for success.
- Keegan, Warren: Global Marketing Management.
- Onkvisit, Sak, and Shaw, J.J.: International marketing analysis and strategy.
- Pripalomi, V.H. : International Marketing.
- Terpstra, Vern and Sarathi, R. : International Marketing
- Walter, I and Murray, T. Handbook of international business.
- Lovelock, Christopher H. Services Marketing.
- McDonald, Malcom and Payne, A. Marketing Planning for Services.
- Zeithmal, Bitner, Gremler and Pandit, Service Marketing: Integrating Customer Focus Across the Firm, McGraw Hill Education Pvt. Ltd., New Delhi

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Third Semester
Course Code: BUM- DSM-325MM
Title: Advertising Management

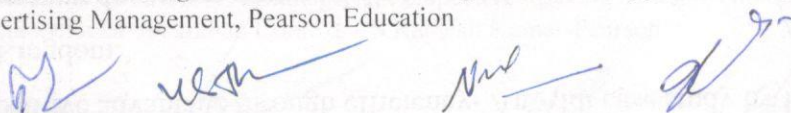
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	BUM- DSM-325MM	Advertising Management	100	3	3	0	0	3

Course Objective: *The purpose of this course is to familiarize the students with the role of advertising in the in context of promoting products and services. Advertising and its digital aspect is one of the most ubiquitous promotional tools on which big money is spent*

UNITS	CONTENTS	MAX. HOURS
UNIT – I	Introduction to Advertising: Advertising, Publicity, Role of Advertising in modern business world, Importance of Advertising, Classification of Advertising, advertise Function. Latest Trends and types of Advertising.	09 Hours
UNIT – II	Advertising goals and Objectives, DAGMAR, AIDA (Attention, Interest, Desire and Action), Advertising as a social and business process, scope, Functions of Advertising Department, Advertising Organization, Advertising Agencies, Agency Relationship.	09 Hours
UNIT – III	Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation. Ethical Aspects of Advertising in India; Advertising Regulation, Role of Advertising Standards Council of India (ASCI)	09Hours
UNIT – IV	Creativity and Advertising Elements – The creative process, Idea generation, Creativity in Indian Advertising, Types of Advertising appeals, Advertising Media – Print , Television and Radio, Digital .	09Hours
UNIT – V	Components and Layouts of an ad – visual, Headline, Copy, Styles, Slogan, Logo creative Exercises in Designing Advertisements.	09Hours

Books Recommended:

- Advertising- Planning and Implementations (Sangeeta Sharma and Raghuvir Singh), PHI Learnig Pvt. Ltd.
- Belch and Belch, *Advertising and Promotion*. TaTa McGraw Hill Co.
- Sharma, Kavita, *Advertising: Planing and Decision Making*. Taxamann Publication Pvt. Ltd.
- Mahajan, J.P., and Ramki. *Advertising and Brand Management*, New Delhi: Ane Books Pvt Ltd.
- Burnett, Wells and Moriatty. *Advertising: Principles and Practice*. Pearson Education.
- Shimp, Terence A. *Advertising and Promotion: An IMC Approach*. South Western, Cengage Learning.
- O'Guinn. *Advertising and Promotion: An Integrated Brand Approach*, Cengage Leaning.
- Advertising Management, Pearson Education



MBA Third Semester
Course Code: BUM-DSM-326MM
Title: Consumer Behavior

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	BUM-DSM-326MM	Consumer Behaviour	100	03	3	0	0	3

Course Objective: To develop Understanding of the basics of sales and the importance of building long-term relationships. To help the student understand consumer behavior and the details of aspects related to consumer behaviour

UNITS	CONTENTS	MAX. HOURS
UNIT – I	Consumer Behaviour and Marketing Action - An overview - Consumer involvement, Decision-making processes, Purchase Behaviour and Marketing Implications, Consumer Behaviour Models.	09 Hours
UNIT – II	Consumer Decision Making Process Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.	09 Hours
UNIT – III	Personality- Theories of Personality, Personality and Understanding Consumer Behaviour, Perception- Consumer Perception: Sensory, Elements of Perception, Opinion leadership and the diffusion of innovations	09Hours
UNIT – IV	Learning Consumer Learning: The elements of consumer learning, Behavioural learning, Attitude: Consumer Attitude Formation and Change, Environmental influences on Consumer Behaviour -Cultural influences, Social class ,Reference groups and family influences.	09Hours
UNIT – V	Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices, Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.	09Hours

Books Recommended:

- 1.) Consumer Behavior by Leon G. Schiffman, Joseph Wisenblit & S. Ramesh Kumar, Tenth Edition. Pearson, India
- 2) Consumer Behavior – Hawkins, Best, Coney
- 3) Customer Behavior – A Managerial Perspective – Sheth, Mittal – Thomson, 4) Conceptual Issues in Consumer Behavior Indian Context – S Ramesh Kumar-Pearson

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Fourth Semester
Course Code: BUM-MDM-421-MM
Title: Entrepreneurship Development

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- MDM - 421-MM	Entrepreneurship Development	100	4	3	1	0	4

Course Objective: *The objective of the course is to make the students familiar with methods and process of setting -up one's own business, source of Finance and understanding Market Needs.*

UNIT – I	Entrepreneurship and Intrapreneurship–similarities and variance-India's start up revolution–Trends, Imperatives, benefits; the players involved in the ecosystem, Business Incubators Rural entrepreneurship, social entrepreneurship, women entrepreneurs- The entrepreneurial mind-setKey attributes an entrepreneur -Desirable and acquirable attitudes and behaviors-Readiness-The right time, right age, right conditions	12 Hours
UNIT –II	Myths and realities of entrepreneurship-Transition from college/ regular job to the world of start-ups-Personal finance- Explaining to family- Entrepreneurial Stress- Composition–complementarity-Different life stages- Relative importance- Disagreements, Idea, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur- Where can ideas come from- Creating and appropriating value-Scarcity, choice and tradeoffs- Identifying 'paying customer', developing market understanding- Narrowing focus-End user profiling, Ideal Persona	12 Hours
UNIT – III	Market segmentation, Market sizing- Marketing plan, pricing- Strategy-Rigor of another kind: Heuristics and Gut-feel- Business Plan -How to develop it-What all should it have, what it shouldn't have-Unit economics, scalability, defensibility-Venture feasibility analysis-Pitching- Legal Matters- Organizational form–partnership, sole proprietorship, corporation- Intellectual property–copyright, trademarks	12 Hours
UNIT – IV	Tax, Personnel law, contract law-Law vs Ethics-Legal expenses, hiring the service provider-Digital Haves and Have-nots- Digital Economy as a resource- Promotion tools-the value of Likes and Shares- Matchmakers-Long Tail markets-Micro–Apps-Funding and Incubation, Informal capital–Friends & Family, Angel-Introduction to the world of Venture Capitalists-Evaluation criteria employed by VCs-Selecting the right VC-Financing Mix and the Financing continuum shareholding- Cliff -Vesting schedule-Relative importance of Operational Involvement, Idea / patent, Driving force and capital infusion-Go–Live	12 Hours
UNIT – V	What proof of concept is needed-Minimum viable product Name of product / service-Website / Visiting card /Office space- Struggles-Causes of failure–Product/ market, financing, managerial-Resilience-How many attempts- Valuation and Harvesting-Valuation Methods-Term sheet-Strategic sale, negotiations-Management succession	12 Hours

Books Recommended:

- Nina Jacob, - *Creativity in Organisations* (Wheeler, 1998)
- Jonne & Ceserani- *Innovation & Creativity* (Crest) 2001.
- Bridge S et al- *Understanding Enterprise: Entrepreneurship and Small Business* (Palgrave, 2003)
- Holt- *Entrepreneurship: New Venture Creation* (Prentice-Hall) 1998.
- Dollinger M J- *Entrepreneurship* (Prentice-Hall, 1999)

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MBA Fourth Semester
Title: Soft Skill development & Field Project - BUM-SEC-422-MM

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
8.	BUM-SEC-422-MM	Soft Skill development & Field Project	100	4	0	1	3	4

Soft Skill development & Field Project shall be based on various practical Exercises which, shall comprise of Improving Communication Skills, Practices, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. The weight-age of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean. The plan for the semester will be announced separately. The selected topics shall be from the all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The evaluation is to be made internally out of 40 marks and externally out of 60 marks which will be for project work and Viva-Voce.

In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Workshops, Group Discussion and Seminars are the additional sources of knowledge.






Fourth Semester
Retail Management and product Management
Course Code: BUM- DSM-423MM

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- DSM-423MM	Retail Management and product Management	100	3	3	0	0	3

Course Objective: Learn about the Retail Sector---Branding; Decision making in Retail marketing; creation of Brand personality.

UNIT – I	Retail Management: Understanding Shoppers-Delivering value through retail formats-Deciding location-Supply Chain Management-Retail Buying-Retail Marketing	9 Hours
UNIT –II	E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc.Category Management-Store layout and Design-Establishing a Pricing Strategy-Deciding location	9 Hours
UNIT – III	Product management decision- making & product policy decisions.New product idea generation and screening-Brand Awareness and Consumer Brand Knowledge	9 Hours
UNIT – IV	-Brand Identity, personality and Associations-Brand Architecture-Differentiation and Positioning Decisions Concept Testing-Tactical Branding Decisions-Product Use	9 Hours
UNIT – V	Testing-Packaging Decisions-Test marketing and alternative methodologies-Pre-Launch and launch management-Product Recalls-Brand Equity (build, leverage and measure)	9 Hours

Books Recommended:

- Diamond Allen, Fashion Retailing.
- Diamond, Jay And Gerald Pontel Retailing.
- Drake, Mary Francis, J.H.Spoone and H.Greenwald Retail Fashion.
- Levy, Michael & Barton A.Weitz Retailing Management.
- Berman B and Evans J R- *Retail Management*

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MBA Fourth Semester
B2B Marketing, Sales and Distribution Management
Course Code: BUM- DSM-424MM

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- DSM-424MM	B2B Marketing, Sales and Distribution Management	100	3	3	0	0	3

Course Objective: Learn about the different concepts of Marketing; Understanding and designing of Market Channels.

UNIT – I	B2B Marketing: Market Opportunity Identification–Analysis & Evaluation-Introduction to B2B Marketing-Customer Analysis-Customer Relationship Management, Strategies for Business Markets	9 Hours
UNIT –II	Assessing Market Opportunities-Environmental Changes ,Impacting Supply Chain Power-Strategic Market Planning-Managing Products for Business Markets-Managing Business Marketing Channels	9 Hours
UNIT – III	Pricing-Key Account Management-Business Marketing Communication-Business Marketing Communication-B2B Branding	9 Hours
UNIT – IV	Introduction to SDM & Marketing Channels-Channel DesignChannel Migration & Emergent Channels-Power & Conflict in Channel Management-Wholesaling and Mass Distribution	9 Hours
UNIT – V	Retailing and Modern Retail-Introduction to Sales & Personal Selling-Strategic Sales Management-Managing the sales force-Sales Analytics-Sales force Compensation and Evaluation -Social & Ethical concerns in SDM.	9 Hours

Books Recommended:

- Aaker, David A. etc. Advertising Management, 4th ed. New Delhi, Prentice Hall on India, 1985.
- Beleh, George E and Belch, Michael A. Introduction to Advertising and Promotion, 3rd ed. Chicago,
- Borden, William H. Advertising, New York, John Wiley, 1981.
- David Ogilvy on Advertising London, Longman, 1983.
- Anderson, R. Professional Sales Management Englewood Cliffs, Jersey, Prentice Hall Inc. 1992.
- Anderson, R. Professional Personal Selling, Englewood Cliffs, Jersey, Prentice Hall Inc. 1991.
- Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illinois, Richard D. Irwin. 1983.
- Dalrymple, D J. Sales Management: Concepts and Cases, New York, John Wiley, 1989.

[Handwritten signatures and initials are present below the list of books.]

Fourth Semester
Course Code: BUM- DSM-425MM
Title: Rural Marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
8.	BUM- DSM-425MM	Rural Marketing	100	3	3	0	0	3

Course Objective: *This course will help the student to apply the concepts of Rural Marketing*

UNITS	CONTENTS	MAX. HOURS
Unit- I	Rural Marketing - Concept and Scope, Nature of rural markets -,attractiveness of rural markets , Rural Vs Urban Marketing ,Characteristics of Rural consumers , Rural - Urban disparities.	09 Hours
Unit -II	Buying decision process ,Rural Marketing Information System, Potential and size of the Rural Markets, Market Segmentation	09 Hours
Unit -III	Selection of Markets, Product Strategy , Product mix Decisions ,Competitive product strategies for rural markets.	09Hours
Unit -IV	Pricing strategy - pricing policies ,innovative pricing methods for rural markets Promotion strategy - appropriate media, designing right promotion mix - promotional campaigns.	09Hours
Unit- V	Distribution- Logistics Management, selection of appropriate channels - New Electronic Choupal , Economics Reforms - The Development exercises in the last few decades.	09Hours

Books Recommended

- Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
- A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
- CSG Krishnamacharylu & Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009

