

POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

The Post Graduate Diploma in Marketing Management (PGDMM) is a Two Semesters Full Time Programme of One Year. The course structure of the programme is given below:

SEMESTER-I

Course Code	Course Title	Division of Marks			Duration of Exams
		Ext.	Int.	Total	
PGDMM-101	Principles of Management	80	20	100	3 Hrs.
PGDMM-102	Business Environment	80	20	100	3 Hrs.
PGDMM-103	Marketing Management	80	20	100	3 Hrs.
PGDMM-104	Fundamentals of Computer and E-Commerce	80	20	100	3 Hrs.
PGDMM-105	Business Communication	80	20	100	3 Hrs.
PGDMM-106	Seminar		50*	50	-

*Topic for seminar relating to the contemporary business issues/practices comprising Indian ethos, values, current socio-economic and business context would be assigned by the teacher in advance. Evaluation of such seminar would be based on written assignment submitted and presentation given by the candidate.

SEMESTER-II

Course Code	Course Title	Division of Marks			Duration of Exams
		Ext.	Int.	Total	
PGDMM-201	Consumer Behaviour	80	20	100	3 Hrs.
PGDMM-202	Advertising and Sales Management	80	20	100	3 Hrs.
PGDMM-203	International Marketing	80	20	100	3 Hrs.
PGDMM-204	Retail Marketing	80	20	100	3 Hrs.
PGDMM-205	Viva-Voce	50	-	50	-

Note: The Examiner will set eight questions in all. Question no 1, comprising of 4 short answer type questions of 4 marks each, shall be compulsory and remaining question will be of 16 marks each. In all, the students would be required to attempt five questions.

Course Contents:

Management: Meaning, Nature and Significance, Management Functions and Principles Evolution of Management Thoughts-Traditional, Behavioral, Systems, Contingency and Quality viewpoints. **Planning:** Nature & Elements of Planning, Planning types and Models, Management by Objectives (MBO), SWOT Analysis, **Organizing and Staffing:** Nature of Organizing, , Basic issues in organizing – Work Specialization, Delegation, Decentralization, Span of Management, Line-staff Authority and Decentralization, Staffing Decisions – Authority and Responsibility Relationships, Decision Making Process, Models of Decision Making. **Directing and Controlling:** Nature of Evaluation Design and Problems – Appraising Techniques, System and Process of Controlling, Control techniques

Suggested Readings:

- 1 Robbins, S.P. Management Concepts, Pearson Education India, New Delhi. 2011
- 2 Koontz, Weilhrich & Cannice. Management: A Global and Entrepreneurial Perspective, 13th Edition , McGraw Hill. 2012
- 3 Jones and George. Contemporary Mangement , McGraw Hill. 2012
- 4 Richard L. Draft. The New Era of Management, Cengage India 2012
- 5 Mullins. Management and OB, 8th Edn. Pearson Education , 2011
- 6 Stoner, Jetal. Management, Prentice Hall of India., New Delhi
- 7 Koontz. Essentials of Management, Tata McGraw-Hill, 8th Ed., 2009
- 8 Chandan, J.S. Management Concepts and Strategies, Vikas Publishing House, 2005.

Max. Marks: 100**External: 80****Internal : 20****Time: 3 Hours**

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Course Contents:**Business Environment**

- Meaning and Nature.
- An in-depth analysis of various micro and macro environmental factors influencing firm.

Policies and Acts Influencing Marketing in India

- Industrial Policy
- Consumer Protection Act and Consumerism
- Sales of Goods Act
- Competition Act
- Acts Pertaining to Advertising in India

International Economic Linkage

- WTO and its impact on Indian Business
- Prominent Economic Groupings and their relevance.

Current State of Business Environment in India

- Economic Reforms
- Liberalisation, Privatisation and Globalisation
- Balance of Payment Position and Trade Trends
- FDI Trends
- Emerging Sectors in Indian Economy.

Suggested Readings:

1. Sundram, KPM, Datt, G and Mahajan, A, Indian Economy, S Chand, 2012 Edition.
2. Misra, S.K and Puri, V.K, Indian Economy, Himalya Publisher, 27th Edition.
3. Worthington, I and Britton, C, The Business Environment, Prentice Hall, 5th Edition.
4. Cherunillam, F, A Course Book on Business Environment, Himalya Publishers, 1st Edition.
5. Daniel, JD and Radebangh, LH, International Business, Addison Wesley Publishing Company
6. Hill, CW, International Business, Tata Mcgraw Hill
7. Alhuwalia, IJ and Little, IMD, India's Economic Reforms and Development, Oxford University Press
8. Aswathapa, K, Business Environment, Excel Books Bedi, SK, Business Environment, Excel Books

Note: The Examiner will set eight questions in all. Question no 1, comprising of 4 short answer type questions of 4 marks each, shall be compulsory and remaining question will be of 16 marks each. In all, the students would be required to attempt five questions.

Course Contents:

Marketing: Meaning, Nature, Scope, Evolution and Importance. Modern concept of marketing. The dynamic marketing Environment. Marketing Mix and Segmentation. Marketing Information System: Concept and Components of a marketing information system. Marketing Research: meaning, scope and techniques. Consumer Behaviour: meaning and importance, buying motives, buying process, factors influencing consumer behaviour. Product decisions: concept, classification, product-line decisions. New product development process, product life cycle, Packaging and Branding decisions. Pricing Concepts: objectives, policies and procedures, factors affecting pricing, Promotion-Mix; Advertising, sales promotion, public relations, personal selling and direct marketing. Channels of distributions: Concept, types and factors affecting channel selection.

Suggested Readings:

- 1 Michael J. Etzel : Marketing Concepts and Cases, Tata
Bruce J. Walker McGraw-Hill Publishing Company Limited.
William J. Stanton
Ajay Pandit
- 2 Michael R.Czinkota :Marketing Management, Thomson, South
Masaaki Kotabe Western.
- 3 Philip Kotler : Marketing Management, Pearson Prentice-Hall.
Kevin lane Keller
- 4 Dhru Grewal : Marketing, Tata McGraw Hill Publishing
Michael Levy Company Limited.
5. V.S. Ramaswamy : Marketing Management, Macmillan Publisher
S. Nama Kumari India Ltd.
6. Rajan Sexena : Marketing Management, Tata McGraw Hill
Publishing Company Limited.

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Course Contents:

Computer fundamentals: An introduction; Elements of Computer system; Computer languages; Compiler, Interpreter and Assembler; Components of Computer system; Input-Output devices; Types of Memory; Operating System; Hardware and software; Computer Network: Analog and Digital Signals, Band width, Network Topology, Network Applications; Introduction to MS-Office: - MS-Word, MS-Excel, MS-Power Point; Introduction to Social Networking.

Introduction to E-Commerce; Impact of E-Commerce; Classification of E-Commerce; Application of E-Commerce Technology; Business Models, Business to Business, Business to Customer, Customer to Customer; Online Electronic Payment Systems, Prepaid and Post Paid Electronic Payment Systems; Inter-organizational commerce & intra- organizational commerce, EDI, value-added network.

Suggested Readings:

1. Kienam : Managing Your E-Commerce Business, Prentice Hall of India, N. Delhi.
2. Kosiur: Understanding E—Commerce, Prentice Hall of India, N. Delhi.
3. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.
4. Schneider P. Grey, Perry T. James : E—Commerce, Thomson Learning, Bombay.
5. Shurety : E-business with Net Commerce (with CD), Addison Wesley.
6. Napier: Creating a Winning E-business, Vikas Publishing House, New Delhi.
7. Didar Singh : E-Commerce for Manager, Vikas Publishing House, New Delhi.
8. Whitely David : Electronic Commerce, TMH, N Delhi.
9. Electronic Commerce -Framework, technologies and Applications - Bharat Bhasker TMH Publications.
10. V. Rajaraman: Fundamentals of Computers, Prentice Hall India Pvt., Limited, 2003.
11. R.K. Taxali: Pc software foe Windows, Tata McGraw-Hill Publishing Company Limited

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Course Contents:

Introduction to Business Communication: Definition nature, scope, importance of communication; Communication process: Elements, barriers and gateways of effective communication; Emerging issues in Business Communication, Organizational communication: importance of communication in management, communication structure in organizational communication and strategies for improving organizational communication; Forms of Business Communication: Written communication- Style of Business Writing Business Letters, Memos and Applications, Report Writing, Oral communication, Communication Skills: Negotiation Skills, Presentation Skills, Interview skills, Group Discussion. Language Skills: Listening, Speaking, Reading, Writing. Non-verbal communication: Body, space, para and time language. Legal and Ethics aspects of business communication, New trends in business communication

Suggested Readings:

1. Sinha,K.K :Business Communication , Galgotia Publishing company.
2. Pradhan,Homai, et al : Business Communication, Himalaya Publishing House
3. Paul, Rajendra and : Business Communication, Sultan Chand and Sons Korthalli, J.S.
4. Murphy and Hilderbranth : Business Communication
5. M.K. Sehgal, Vandana : Business Communication
Khetarpal

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Course Contents:

Consumer Behaviour: Meaning, Nature, Scope and Significance of its Study for Retailers. Consumer Research: Role and Process. Consumer Decision Making Process: A Detailed Study of Various Stages and their Marketing Implications.

Psychological Factors Influencing Consumer Behaviour- A Detailed Study of the Concepts, Theories and Principles of Perception, Learning, Motivation, Personality & Self Concept and Attitude and their Marketing Implications.

Group Influences on Consumer Behaviour- A Detailed Study of the Influences of Family and Reference Groups and their Marketing Implications. Impact of Culture, Subculture and Social Class on Consumer Behaviour

Communicating with Consumers- A Study of the Concepts of Opinion Leadership and Diffusion of Innovation along with their Marketing Implications. Industrial Buying Behaviour, Consumer Behaviour Audit.

Suggested Readings:

1. Schiffman, LG and LL Kanuk, Consumer Behaviour, Pearson Education
2. Blackwell, RD, PW Miniard and JF Angel, Consumer Behaviour, Cengage Learning India Pvt. Ltd.
3. Peter, JP and JC Olson, Consumer Behaviour and Marketing Strategy, McGraw Hill.
4. Handerson, S, Consumer Behaviour in Theory and Action, John Wiley and Sons.
5. Assel,H: Consumer Behaviour- A Strategic Approach, Houghton Mifflin.
6. Loudon and A Della, Consumer Behaviour, Tata McGraw Hill.
7. Hawkins, DL, DL Mothersbaugh and Amit Mookerjee, Consumer Behaviour: Building Marketing Strategy, Tata McGraw Hill Education Pvt. Ltd., 11th Edition.
8. Solomon, Michael R, Consumer Behaviour, Prentice Hall, 10th Edition, 2012.

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Course Contents:

Advertising : Meaning, types, and importance of advertising; Economic, ethical and social aspects of advertising; Advertising process; Building of advertising programme - message, headlines, copy, logo, illustration, appeal; Media planning and selection Media Budget- budgeting approaches., Measuring the effectiveness of advertising- pre testing and post testing techniques, Advertising agency; functions and structure of advertising agency

Sales management- Introduction to sales management; sales functions and policies; tasks and responsibilities of field sales manager; organizing sales efforts; Formulation of Personal Selling Strategy; Personal selling process; Sales Planning and budgeting; Setting Sales Territories, Fixation of Sales Quota, Sales and Cost Analysis; Managing salesforce: Recruitment, Selection, Training, Compensation, Motivation, Evaluation of Sales Performance; Channel Conflict and Resolution, Measuring and Evaluating Channel Performance.

Suggested Readings:

1. Belch, George E and Belch, Michael A. : Introduction to Advertising and Promotion, 3rd ed, Chicago, Irwin, 2002.
2. Batra, Rajeev, Myers, Johan G. and Aaker, David A. Advertising Management, 4th ed., New Delhi, prentice Hall of India, 2002.
3. O, Guinn : Advertising & Integrated Brand Production, Vikas Publishing House, New Delhi.
4. Kleppner, Otto : Advertising Procedure, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986.
5. Wells, William, Burnett, Johan & Moriarty Sandara, PHI, 2002.
6. Still, Richard R., Cundiff, Edward W. & Govoni, Norman; Sales Management - Decision, Strategies and Cases; Pearson Education/Prentice Hall of India; New Delhi.
7. Dalrymple, Douglas J.; Cron, William L. & Decarlo, Thomas; Sales Management; John Wiley & Sons (Asia) Pvt. Ltd; New Delhi.

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Course Contents:

International Marketing: Definition, nature, scope and benefits of international marketing, Domestic marketing versus international marketing. , International Marketing Environment: Political, economic, cultural and legal. Process of international marketing and emerging opportunities in international marketing; International marketing barriers; International Marketing planning and selection, International Markets Segmentation and target markets, Basic modes for entry. International marketing mix: International product policy and planning: International product mix, Product life cycle, product standardization and adaptation, product warranties and services; International pricing policies, the process of price setting pricing strategies, methods of financing and means of payment, International communication strategy- Advertising and media strategy, international distribution channels and selecting distribution channels.

Suggested Reading

1. Vern Terpestra and Ravi Sarthy : International Marketing, Thosmson.
2. Simon Majaro : International Marketing.
3. John, Fayerweather : International Marketing.
4. R. L. Varshney and B. Bhattacharya : International Marketing; Sultan Chand Publication, N. Delhi.
5. Sak Onkvisit and John Shaw : International Marketing (Analysis and Strategy), PHI, N. Delhi.
6. Rakesh Mohan Joshi: International Marketing, Oxford University Press.

Max.Marks-100**External-80****Internal-20****Time 3 Hours**

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Course Contents:

Retailing- Meaning, Scope and importance of retailing in the economy. Functions and classification of retailers. The concept of Organized Retailing- issues and challenges in organized retailing. Growth of Retail in Indian Context. Understanding the retail customer- the need for studying consumer behavior, factors influencing the retail shopper, the consumer decision making process. Store location-types of retail locations, steps involved in choosing retail location, important factors for choosing a location. Store layout and Design: store layout- key considerations, importance of layout and steps for designing layout. Pricing the merchandise- methods and factors affecting the pricing decisions. Retail promotional strategies.

Suggested Readings:

- 1 Roger Cox and Paul Brittain: Retailing- An Introduction, Pearson Education.
- 2 Barry Berman and Joel R. Evans: Retail Management- A Strategic Approach, Pearson Education.
- 3 Swapna Pradhan: Retailing Management- Text & Cases, The McGraw-Hill Companies.
- 4 Michael Levy, Barton A Weitz and Ajay Pandit: Retailing Management, The McGraw- Hill Companies.
- 5 Arif Sheikh and Kaneez Fatima: Retail Management, Himalaya Publishing House.
- 6 Chetan Bajaj, Rajnish Tuli and Nidhi Srivastava: Retail Management, Oxford University Press.

Max.Marks-50**(External)**