

M.Com. 117 Marketing Techniques and Customer Relationship Management & Retailing

Unit No	Unit Title	Contents
01	Marketing Introduction & Marketing Environment	<p>Marketing : Meaning, Definition, Elements, Objectives, Importance, Advantages and limitations, Evolution and Scope</p> <p>Approaches to the study of Marketing</p> <p>Marketing Environment: Meaning and Definition, Internal and external Environmental factors influencing the marketing environment</p>
02	Product Mix and Price Mix	<p>Marketing Mix : Meaning, Definition, Elements,</p> <p>Product Mix:</p> <p>Concept of Product, Product Lines, Product line length, depth, width. Product Mix Width. Product Simplification diversification and elimination</p> <p>Product Management: New product development and Product Life Cycle</p> <p>Brand Management: concept definition and history of brand / branding</p> <p>Brand Creation, Rebranding, Brand Positioning, Brand Equity Brand Contract, Brand Factory</p> <p>Labelling: Meaning and importance</p> <p>Price Mix:</p> <p>Price—Meaning, Definition and Elements of price mix. Need, importance and objectives of pricing. Factors influencing pricing. Various Pricing Strategies.</p>
03	Place Mix and Promotion Mix	<p>Place – Types of Distribution Channels, Advantages & Limitations, factors affecting selection of channel.</p> <p>Promotion Mix :</p> <p>Meaning, Elements of Promotion Mix,</p> <p>Advertising – Concept, Classification, functions, benefits of advertising, Economic, Social & ethical issues, evaluating advertising effectiveness, Recent trends in advertising,</p> <p>Personal Selling – Concept and Importance, Theories of Selling, Process of personal selling. Selling Methods, Limitations of personal selling.</p> <p>Publicity: Meaning, difference between advertising and publicity</p> <p>Sales Promotion: Meaning, Objectives and importance. Tools or techniques, Evaluation of sales promotion.</p>

04	Public Relations, People Process and Physical Evidence	<p>Public Relations— Concept, History, Tools of public relations, Role of Public Relation Officer</p> <p>E- Marketing Promotion – E mails, different types of Web advertising, blog spots, Online Sponsorships. Social Media Marketing,</p> <p>People, Process and Physical Evidence -- People as a part of Marketing Mix, customer interaction, customer service Process as part of the Marketing Mix, Physical evidence/ Packaging</p>
5	Emerging CRM	<p>Introduction: Evolution of Relationship as a Marketing tool, Emergence of CRM Practice/ Factors responsible for the growth of CRM. CRM Cycle, Importance of CRM</p> <p>Emerging CRM Introduction, Customer Development Process, customer Retention, Customer Retention Management, Reasons for Customer Switching and Strategies for Retention, Importance of customer retention, Customer Recall Management, Customer Recall Strategies CRM a Cost benefit analysis.</p>
6	CRM and I.T.	eCRM an I.T Tool, e CRM in Business, Features of e- CRM, Technologies of E CRM, Important CRM Softwares—Oracle, Clarify, People Soft and My Sap CRM. Applications of e CRM,
7	Latest Development in CRM	Changing Roles of CRM, Customer Experience Management, Customer Profitability, Customer Classification based on Profitability, Customer Profitability as a strategic Management Tool, Customer Profitability and company Value, Customer Experience Management and Customer Profitability Management, Customer Lifetime Value
8	CRM Implementation Issues & People factor	<p>CRM Implementation Issues : Challenges of CRM Implementation, Essentials of CRM Principle, Customer Satisfaction, Importance of Customer Satisfaction, Customer Expectation, Customer Perception.</p> <p>People factor in CRM— Customer Centric Organisational Structure, Employee Organisation Relationship, Employee Customer Orientation</p>

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Arun Kumar, Rachana Sharma.	Atlantic Publishers & Distributors	New Delhi
2.	Marketing Management	Amar Jyoti	Gennext Publishers	New Delhi
3.	Marketing Management	Ranjan Saxena	Tata Mc-Graw Hill Publishers	New Delhi
4.	International Marketing Mix Management	Tobias Richter	Noyos	Berlin
5.	Marketing Management	Russell Winer	Pearson Education	Delhi
6.	Public Relation in Marketing Mix	Jordan Goldman,	NTC Business Books	New York
7.	Public Relation for Marketing Management	Frank Jefkins	The MACMILLAN Press Ltd	London
8.	Marketing Management	Prin. Dr. Babasaheb Sangale	Success Publications	Pune
9	Customer Relationship Management: Concept & Technologies	Francis Butle	Elsevier	Hungary
10	Customer Relationship Management : A Strategic Approach	Lakshman Jha	Global India Publications Pvt Ltd.	New Delhi
11	Customer Relationship Management: A Global Perspective	Gerhard Rabb, Riad Ajami, Vidyarana Gargeya	Routledge	London
12	Customer Relationship Management: Emerging Concepts, Tools, and Applications	Jagdish Sheth, Atul Paratiyar	Tata Mc-Graw Hill Publication Company	New Delhi
13	Customer Relationship Management: Concept, Strategy, and Tools	V. Kumar, Werner Reinartz	Elsevier	Hungary
14	Effective Customer Relationship Management	Amy Sauers	Cambria Press	New York
15	Customer Relationship Management	R.K. Sungadhi	New Age International Publishers	New Delhi
16	Customer Relationship Management	Subhasish Das	Excel Books	New Delhi
17	Customer Relationship Management Concept & Cases	Alok Kumar Rai	Prentice Hall of India Private Limited,	New Delhi.
18	Customer Relationship Management,	S. Shanmugasundaram	Prentice Hall of India Private Limited,	New Delhi.