

University of Pune

Syllabus for Post Graduate Diploma
In Marketing Management (PGDMM)
Effective from A.Y. 2008-2009

(I) Name of the Course.

The name of the Course shall be Post Graduate Diploma in Marketing Management (P G D M M)

(II) Eligibility for Admission.

- (i) Bachelor's Degree of any statutory University or any other recognized foreign University

OR

- (ii) Any Diploma awarded by B.T.E. of any State Govt or Central Govt (Post SSC 3 year's Diploma with two years Post diploma experience or post HSC 2 years Diploma with one year's post – diploma experience)

(III) Structure of the Course.

- (i) Duration of the Course : One year
(ii) Semesters : Two semesters

The Course outline is given below :-

Course Outline for P G D M M

Semester (I)

| Course Code | Subject Title | Exam. External/Internal | Total Marks |
|-------------|-------------------------------|----------------------------|----------------|
| 101 | Basics of Marketing | 70/30 | 100 |
| 102 | Sales Management | 70/30 | 100 |
| 103 | Laws Relating to Marketing | 70/30 | 100 |
| 104 | Principles of Management | 50 (I) | 50 |
| 105 | Research Methodology | 50 (I) | 50 |

400 Marks

Semester (II)

| Course Code | Subject Title | Exam. External/Internal | Total Marks |
|-------------|----------------------------------------|----------------------------|----------------|
| 201 | Retail & Distribution Management | 70/30 | 100 |
| 202 | Integrated Marketing Communications | 70/30 | 100 |
| 203 | Services Marketing | 70/30 | 100 |
| 204 | Project Report | 50 (I) | 50 |
| 205 | Communication Skills | 50 (I) | 50 |

400 Marks

(IV) Assessment & Standard of Passing

- (i) Marks for internal evaluation must be communicated by the institute to the University before commencement of relevant semester Exam.
- (ii) The minimum standard of Passing will be 40 percent marks in each paper for internal as well as external heads.
- (iii) The student will complete a project Report of not less than 5000 words and submit a copy of the same to the Director of the institute before the end of second semester. The report must be based on the first hand study of some marketing management aspect of any organization. The faculty of the subject will internally evaluate the Report and the marks will be communicated by the Director to the University before the commencement of Sem II Exam. No student can appear for Sem II Exam Unless he scores 20 out of 50 marks assigned for the Project.

(V) Backlog :

The student will be allowed to carry maximum backlog of 5 (five) heads of Passing.

(101) BASICS OF MARKETING

1. Introduction to Marketing : Definition & Functions of Marketing.

Core concepts of marketing -

- a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
- b) Goods – Service Continuum, Product, Market
- c) Customer Satisfaction, Customer Delight.
- d) Approaches to Marketing – Product – Production – Sales – Marketing – Societal – Relational. Concept of Marketing Myopia. Selling versus marketing.
- e) Holistic Marketing Orientation & Customer Value

(3)

2. Consumer Behaviour : Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process.

(2)

3. Marketing Environment : Analyzing needs and trends Macro Environment – Political, Economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

(2)

4. Market segmentation : Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition & USP.

(2)

5. Marketing Mix : Definition of each of the Four P's. Components of each P. Extended 7Ps for services. Significance in the competitive environment.

(2)

6. Marketing Planning : Contents of a Marketing Plan – Developing a Marketing Plan for variety of goods and services.

(2)

7. Marketing organization : Concept, Types – Functional organization, Product management organization, Geographic Organization, Customer Based Organization, Matrix or organization.

(1)

8. Market Evaluation and Controls : Generic Process of need and Significance of marketing control, Marketing Audit.

(1)

Books Recommended

1. Principles of Marketing 12th Edition – Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing – Stanton
3. Marketing Management – Rajan saxena
4. Marketing Management – V.S. Ramaswamy and S. Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Rusell Winer, 6th ed.
6. Case Studies in Marketing – Indian context – R. Srinivas

(102) SALES MANAGEMENT

1. Sales Management : Definition and meaning, Objectives, Sales Research, Sales Forecasting, sales Forecasting methods, Sales Planning and control : Goal setting, Performance measurement, diagnosis and corrective actions.
2. Sales Organization : Need for sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.
3. Developing the sales Force for Industrial Customers and Consumer products :
 - Recruiting, Selection and Training of Sales force : Procedures and criteria extensively used as selection tools for recruiting and testing sales ability.
 - Areas of sales Training : Company Specific Knowledge, product knowledge, Industry and Market trend Knowledge, and Customer education.
 - Motivating the Sales Team Motivation Programs – Sales Meetings, Sales Contests, Sales Compensation, (Monetary) Compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package, Supervising, Evaluating Sales Force performance and Controlling Sales activities (Sales Records and Reporting Systems), Improving Sales productivity

Personal Selling : Basics, Salesmanship-definition-prospecting[resistance selling Process and skills for effective salesmanship, sales leads, Sales presentations, Types of calls, effective selling techniques, role of relationship marketing in personal selling, tools for personal selling, Value added selling

Books Recommended

1. Building a Winning Sales Team – Gini Graham & Scott
2. Sales Management handbook – Forsyth Ptrick
3. Professional Sales Management – Anderson, Hair and Bush
4. Motivation and Job Satisfaction – M.D. Pestonjee
5. Sales Management – Richard Rstill Edward W. Cundiff
6. Sales Management – Thomos
7. International Marketing – Robert Reed.....

8. Industrial Marketing – Richard M. Hill
9. Strategies for selling – Gerald A. Michaelson
10. Value added selling – Tom Reilly

103 LAWS RELATING TO MARKETING

1. Indian Contract Act, 1872 :

Sections – 1 to 10 Ingredients of a valid contract

Free consent – Sections 13 to 22

Termination of contract by performance and by legal tender or attempted performance

Termination of contract by breach and its remedies

Contract of agency, duties and responsibilities of Principal and agent

2. Sale of Goods Act, 1930 :

Definition of Sale, Goods, Distinction between Sale and agreement to sale

Distinction between condition and warranty Doctrine of 'Nemo dat quad Non habet,' Caveat emptor and its exceptions.

Rights of an unpaid seller

3. Trade Marks Act, 1999 :

Procedure for registration of a trade Mark, effects of Registration

(Sections 3 to 17, 18 to 26, 18 to 32)

Offences, penalties (Sections 101 to 108)

4. Consumer Protection Act, 1986

Definitions of Complainant, Complaint, Consumer, Consumer dispute

Provisions regarding District Forum, State Commission, National Commission.

5. Information Technology Act, 2000

6. Negotiable Instruments Act, 1881.

Promissory Note, Bill of Exchange, Crossing of cheques, Rights of True

Owner, Penalties in case of dishonor of certain cheques for insufficiency of funds (Sections 138 to 142)

7. Value Added Tax : Fundamental provisions, implications for marketing

8. Legal provisions related to the following : Copyright, patents and trademark labeling and packaging, food and drug adultration, vets and measures.

Books Recommended

- | | |
|------------------------------------|-----------------------------------------|
| 1. Marketing and the laws | M.A. Sujan and Haish Sujan |
| 2. Business and Economics Laws | H.K. Saharay |
| 3. Mercantile Law | N.D. Kapoor |
| 4. Trade and Merchandise marks Act | T.R. Shrinivas |
| 5. Elements of Mercantile Law | M.C. Shukla |
| 6. Commercial and Industrial Law | Arun Kumar Sen, Jitendra Kumar Mitra |

(104) PRINCIPLES OF MANAGEMENT
(INTERNAL)

| Sr. | Topic | Session | Weightage% | Books |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------------------|--------------|
| 1. | Basic Concepts of Management Definition, Need and scope. Different Schools of management – Behavioural, Scientific, Systems, Contingency | 2 | 10% | 1,2,3,4 |
| 2 | Management theories - F.W. Taylor - Henry Fayol - Elton Mayo | 2 | 15% | 1,2,3,4 |
| 3 | Managerial skills and functions Levels of management | 1 | 5% | 1,2,3,4 |
| 4 | Functions of management A) Planing – Def., Nature, Importance, steps, limitations, MBO B) Organsing – Def., Nature, Imortance, principles, centralization – decentralization Org. structures – Line & Staff, functional, product, matrix, geographical, customer, virtual, boundary less C) Leading – Nature and scope D) Staffing – def., Nature, Importance, steps E) Decision making – Def., Nature, Importance steps F) Controlling – Def., Nature, Importance, steps, Techniques | 8 | 15% | 1,2,3,4 |

Recommended Books :

1. Principles of Management (Mc Graw Hill)
----- koontz & O Donnel
2. Essentials of Management (Prentice Hall of India)
-----Joseph I, Massie
3. Principles of Management
3rd Edition P.C. Tripathi,
P.N. Reddy
4. Principles of Management
-----T Ramaswamy

(105) RESEARCH METHODOLOGY (INTERNAL)

Research is a tool which helps the manager to identify, understand and solve management problems. Research improves the decisions making ability of the manager.

Objectives :

To create scientific attitude towards solving a management problem and impart knowledge about tools available for carrying out research

1. Meaning, objectives and motivation in research – types of research – research approaches – research process – validity and reliability in research – obstacles in accepting research (2)
2. Problem formulation, Hypothesis Formulation, Types of Hypothesis, Characteristics of Good Hypothesis (2)
3. Meaning & Significance of Research design – features of good research design – Types of good research design – Contents of research design. (2)
4. Types and sources of data – Primary data collection methods (2)
5. Measurement and scaling Techniques – Errors in Measurement-Tests of Sound measurement-Scaling and scale Construction techniques (2)
6. Steps in Questionnaire Design, Characteristics of good questionnaire (2)
7. Census Vs. Sample, Steps in Sample Design, Sampling Methods (Probability and Non Probability), Characteristics of a good sample design (4)
8. Data Analysis and Interpretation, Introduction to Univariate, Bivariate and Multivariate Analysis. (4)
9. Sampling Theory-Sampling Distribution, Confidence Level, Sampling error, Interval Estimation, Determining Size of Sample (4)

10. Testing Hypothesis-Procedure for Testing Hypothesis-Parametric and Non-Parametric Tests. (2)

11. Report Writing-Layout of a Research Report, Characteristics of Good Research Report (2)

12. Use of Computer in Research-Introduction to software packages used in Data Analysis.

Exercise :

1. To conduct a small Research Project in Group and Apply the knowledge about Research Methodology.
2. To give presentation on Good Research Project Publishing in Research Journal.

Books Recommended :

1. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9 th edition.
2. Research Methodology – C.R. Kothari
3. Research Methodology – Dr. V.P. Micahel
4. Research Design and Methods-Kenneth S. Bordens
5. Methodology and the Technique of Social Research-Wilkinson, Bhandarkar

P G D M M SEMESTER II (201)**RETAIL AND DISTRIBUTION MANAGEMENT**

- 1) **Marketing Channels** : Definition & Importance, Functions of Marketing Channels-Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management
(8)
- 2) **Wholesaling**: Concept, Importance, Functions-Wholesaler Marketing Decisions – Trends in Wholesaling (4)
- 3) **Retailing** : Concept, Importance, Functions – Indian Vs. Global Scenario (4)
- 4) **Retail formats** : Store & Non Store Retailing-Franchising- Unconventional channels (6)
- 5) **Retail Location** : Factors affecting location decision-Site Selection- Location based retail Strategies (4)
- 6) **Store Design**: Interiors and Exteriors – Store layout – Types of layouts - Factors affecting store layout – Store image mix – Store Façade – The Internet Store.
(4)
- 7) **Store Administration** : Floor space management-Managing store inventories and display (4)
- 8) **Merchandising** : Concept, Importance, Functions-Steps in merchandising planning – Category management : Definition and process – Introduction to Private label brands
(6)
- 9) **Retail Communication Mix** : Planning retail communication – Managing in-store promotions and events.
(4)
- 10) **Integrated Marketing Channels** : Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems (4)
- 11) **Introduction to Supply Chain Management** : Concept-significance - components.

(4)

- 12) **Channel Management** :Channel selection-Channel Conflicts & its Resolution-Channel Performance Evaluation (4)
- 13) **Technology in distribution** : Barcoding – RFID – Electronic payment systems (4)

Note :

1. Cases/Caselets to be discussed in the class & incorporated in Question Paper.
2. Numbers in brackets indicate number of sessions of 45 minutes each.

Books Recommended

1. Channel Management-Stern-El-Ansary
2. Retailing Management-Swapna Pradhan
3. Retail Management – Gibson Vedamani
4. Physical Distribution & Logistics Management-Dr. Subhash Bhave
5. Channel Management & Retail Management-Meenal Dhotre

1. Concept and Process of Integrated Marketing Communications (IMC) :
 Elements of IMC-
 - a) Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns (3)
 - b) Sales Promotion-Different types of Sales Promotion, relationship between Sales promotion and advertising (2)
 - c) Publicity – Types of Publicity, relationship between advertising and publicity (1)
 - d) Personal Selling (1)
 - e) Direct marketing and direct response methods (1)
 - f) Event Management (1)
 - g) E-Commerce (1)
 - h) Corporate Communication (1)
 - i) Public Relations – Types of PR (1)
 - j) Media relations (1)
 - k) Community relations (1)
 - l) Industrial relations (1)
 - m) Government relations (1)
 - n) Employee relations (House Journals/Newsletter) (1)
 - o) Crisis Management (1)
 - p) Trade Fairs and Exhibitions (1)

2. IMC Message Design : AIDA model – Considerations for creative idea visualisation (2)

3. Media Management – Media Process – Media Jargons – Media Buying- Strategies and execution (2)

4. Suppliers in IMC : Hoarding Contractors/Printers etc. Ad. Agency- Departments of Ad. Agency, Client Servicing-client Agency relationship, account Planning (2)

5. Ethics and social responsibility in IMC campaigns. (2)

6. Evaluating Marketing Communication Programmes (2)

Exercise :

- a) 5 Good and 5 bad ads to be presented by each student
- b) Formulate an advertising strategy in group for any one product/service of their choice
- c) Formulate any social responsibility campaigns like save water/say no to the drugs/AIDS/Polio/Save energy/No smoking and so on

Note :

1. Numbers in brackets indicate number of sessions of 45 minutes each.
2. Cases/Caselets to be discussed in the class & incorporated in Question Paper.
3. Faculty members are suppose to form the groups with (4 student each) and ask these groups to formulate above campaigns as a practical application.

Books recommended :

1. Integrated Marketing Communications – Kenneth Blown & Donald Bach
PHI,2002
2. Advertising and Promotions-Belch & Celch, Tata Mcgrew Hill 2001
3. Advertising Management – Rajeev Batra, John G. Myers & David A Aaker-
PHI
4. Otto Kleepner's Advertising Procedure-PH
5. International Edition-Contemporary Advertising Irwin/McGraw-Hill
6. Integrated Marketing Communications – Duncon – TMH
7. Foundations of Advertising Theory & Practice- S.A. Chunawalla & K.C.
Sethia-Himalya publishing

(203) P G D M M SEMESTER II**SERVICES MARKETING**

1. Foundation of services marketing – Introduction – The services concept- Service Industry – Nature of Services, Characteristics of Service, Classification of Service-Importance of Service Marketing – The Growth in Service-Global and Indian Scenarios
2. Distinctive Characteristics of Service – Four I's of services – Intangibility, Inconsistency, Inseparability and Inventory
3. Services Market Segmentation – Positioning and Differentiation of Services
4. Issues in Marketing of services – Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 P's of Services Marketing)
5. Services Delivery Process – Service Blueprints _ Service Mapping-Managing Employees for service orientation
6. Distribution Strategies for Services – Challenges in Distribution of Services
7. Personal Selling – Advertising and Sales Promotion in Service Industry
8. Customer Satisfaction & Service Quality in Services Marketing – Service Encounter- Role of Hr & Internal Marketing - Monitoring and Measuring customer satisfaction – SERVQUAL & GAP model – Handling complaints effectively – Service Failure & Recovery
9. e-services online Consumer Behavior-Self service technologies
10. Marketing of Social Services of Non profit Organizations, Cases- A minimum of 5 cases encompassing the above topics to be analyzed and discussed in the class. Cases to be incorporated in the Question Paper for 20 marks.

Books Recommended

1. Essence of Service Marketing – Payne Adrian
2. Services Marketing : Integrating Customer Focus Across the Firm – Valarie A Zeithaml
3. Services Marketing : People, Technology & Strategy – Christopher Lovelock
4. Services Marketing – Ravi Shanker
5. Strategic Services Management – Boyle
6. Strategic Planning for {public Service and non profit organizations-Pergamon.

7. 12 Steps to success through service – Barrier Hopsor & Mike Scallig.
8. Excellence in Services – Balachandram
9. Services Marketing – S M Jha
10. Services Marketing-Valarie. A. Zeithaml, Mary Jo Bitner

(204) PROJECT REPORT

(INTERNAL)

The student will complete a Project Report of not less than 5000 words and submit a copy of the same to the Director of the Institute before the end of second semester. The report must be based on the first hand study of some marketing management aspect of any organization. The faculty of the subject will internally evaluate the report & marks will be communicated by the Director to the University before commencement of sem II Exam. No student can appear for sem II Exam unless he scores 20 out of 50 marks assigned for the Project.

(205) COMMUNICATION SKILLS (INTERNAL)

To make the students aware of importance of soft skills/
Communication and develop communication of students.

1. Introduction to Communication skills : (15%)

Importance of Communication, types of Communication-Verbal, non Verbal (Written and body language), Communication process and principles of Communication.

2. Verbal Communication : (35%)

Public Speaking (Elocution/Extempore/Welcome speech/Vote of Thanks/Presentation- with and without use of Audio visual aids)
Interview and Interview techniques/Personal Interview
Group Discussion and Debates
Types of verbal Communication (Grapevine, face to face, Telephonic, Negotiation, Formal and Informal etc.)
Listening Skills
Barriers in verbal communication

3. Non Verbal-Body Language. Kinesics (15%)

Physical Appearance, Postures, Gestures, Dress Code for Formal and Informal occasions.
(Postures and Gestures should include Hand and Legs movement, whole body movement-Sitting, standing, walking style, Facial expressions etc.)
Para Linguistic, manners & etiquettes
Barriers in non verbal communication.

4. Written Communication (35%)

Letter Writing-types of Business Letter (internal & external business environment)
types of formats (British and American style)
Resume writing formats and Job Applications

Other forms of Written Communication-Memo, Agenda, Minutes of the Meeting, Press releases, Handouts, Notice, circulars etc.)

Recent developments in modes of communication like internet, video conferencing etc.

Note :

Respective subject faculty should ensure that theory is put into

Practice by implementing exercises based on hypothetical situations.

For e.g. By giving hypothetical situations students should be asked to write down Minutes of the meeting, job application, letter writing, agenda, press notes, etc. for better understanding.

The concern faculty should stress the importance of positive attitude

That can be reflected through verbal and non verbal communication

(e.g.: Constructing positive phrases)

Every Institute should organize at least one seminar/workshop

For 'Personality Development'