

ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)

NO. 163, BRIGADE ROAD, BANGALORE – 560 025

POST GRADUATE DEPARTMENT

SYLLABUS FOR THE ACADEMIC YEAR 2019-20

M.Com– IV SEMESTER

(2018-20 BATCH)

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MARKETING & ANALYTICS

SEMESTER SCHEME

Subject Code	Title of the Paper	Hours per week	Marks			Credits
			CIA	ESE	Total Marks	
P115 MC 401	Dissertation/Project (Based on the Specialization)	-	-	-	200	8
P115 MA 401	Rural Marketing	4	30	70	100	4
P115 MA 402	Strategic Brand Management	4	30	70	100	4
P115 MA 403	Marketing Analytics(SAS)	4	30	70	100	4
P115 AR 401	Business Policy and Strategic Management	3	30	70	100	3
P115 EA 401	Extension Activity	-	-	-	-	1
TOTAL		15				24

P115 MA 401: RURAL MARKETING

Objectives:

To make the students understand the nature and characteristics of rural markets as well as the challenges and special strategies involved in marketing different products therein.

Module 1:

Introduction to Indian Rural Marketing - Nature and scope of rural marketing; concepts and classification of rural markets; rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas, rural areas requirement, rural demand and rural market index; problems in rural marketing.

Module 2 :

Rural Consumer behavior - Consumer buying behaviour in rural markets, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors; Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty. Researching Rural Market: Sensitizing rural market, Research design- reference frame, Research approach, Diffusion of innovation, Development studies, PRA approach(Participatory Rural Appraisal), The need for PRA, Sampling, Operational aspects of data collection,

Module 3:

Rural Marketing of FMCG's - Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in marketing FMCG in rural markets; Rural Marketing of Consumer durables: Issues related to consumer durables in the rural market, Rural marketing of financial services: Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services

Module 4:

Marketing of agricultural inputs - Indian tractor industry: A brief overview, Challenges for Indian tractor industry, factors suggesting better future prospects for tractor industry, marketing strategies for tractor industry ; Fertilizer industry in India: Marketing of fertilizers, classification of fertilizer industry, Challenges for marketing of fertilizers, marketing strategies for fertilizer industry. Indian agrochemical market: Marketing environment for agrochemicals in India, factors affecting agro chemicals market growth, marketing strategies for agro chemicals.

Marketing of agricultural produce - Profiling of Indian agricultural produces marketing, challenges in marketing of agricultural produce, Strategies to promote marketing of agricultural produce, Governments initiative and support; Marketing of rural artisan products, Characteristics of Indian handicrafts industry, Challenges for rural artisan sector, Government policy towards handicrafts sector, marketing strategies for the development of rural artisan sector

Module 5:

Distribution and Communication Strategy - Accessing Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems- Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Shandies, Public Distribution System, Co-operative Societies; Behaviour of the Channel, Prevalent Rural Distribution Models- Distribution Models of FMCG Companies, Distribution Model of Durable Companies, Distribution of fake products, Emerging Distribution Models- Corporate –SHG Linkage, Satellite Distribution, Syndicated Distribution, ITC's Distribution Model, Petrol pumps and Extension counters, Barefoot agents, Agricultural agents, Agricultural input dealers, Other channels;

Rural Communication strategy: Challenges in Rural Communication, Communication Process, Developing Effective- Profiling the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, Rural Media: The importance of the two-step flow of communication Media Typology, Media innovation, Influence of Consumer Behaviour on Communication strategies.

Module 6:

Recent Trends in Rural Marketing - Rural India goes mobile and online – Internet reach – brand consciousness – opportunities – case studies of new trends – Philips free power radio – rural banking thrust – ICICI rural ATMs – Kissan Credit Cards – insurance reach – e-Choupal of ITC – information sources from APMC and MARKFED – Wired Village project – Gyandoot – Akshaya scheme – project Rural e- Seva etc.

RECOMMENDED BOOKS:

1. *Rural Marketing*, T.P.Gopaldaswamy, Vikas Publishing House
2. *Rural Marketing*, Badi and Badi, Himalaya Publishing House, 2 ed, 2005
3. *Agricultural Marketing in India*, Acharya and Agarwal, 3rd ed, Oxford and Wheeler Publishers.

P115 MA 402: STRATEGIC BRAND MANAGEMENT

Objective:

To familiarize the students with the mechanism of Brand Management

Module 1:

Introduction to the concept of Brand Management- Brand- Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand. Branding- Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, Places, Online, Entertainment, Ideas, Challenges to Brand builders Brand. Management- Meaning & definition, Strategic Brand Management Process- Meaning and Steps.

Module 2:

Customer Based Brand Equity- Meaning, Model of CBBE:

Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks- Resonance, Judgments, Feelings, Performance, Imagery, Salience Brand Building Implications, David Aaker's Brand Equity Model. Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & positioning, Dimensions of Brand Identity, Brand Identity prism. Brand Positioning- Meaning, Point of Parity & point of difference, positioning guidelines. Brand Value: Definition, Core brand values, Brand mantras, Internal Branding.

Module 3:

Choosing Brand Elements to Build Brand Equity- Criteria for choosing brand elements, options & tactics for brand elements- brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & symbols & their benefits, Characters & Benefits, Slogans & Benefits, Packaging. Leveraging Brand Knowledge: Meaning of brand Knowledge, Dimensions of Brand Knowledge, Meaning of Leverage Secondary Brand Knowledge & Conceptualizing the leverage process. Measuring & interpreting brand performance: Brand Value chain- Designing brand tracking Studies, Establishing brand Equity Management systems.

Module 4:

Brand Strategies- a) Brand Extension- Meaning, Types, Needs, Advantages & Disadvantages of Brand Extension, Brand-Product matrix, Brand Hierarchy- Kapferer's Branding systems, Building Brand Equity at different hierarchical levels, Brand hierarchy decision- Consumer's Evaluation of Brand Extensions & Opportunities. b) Brand Personality - Meaning & Definition, types of Brand Personalities, Element of Brand Personality. C) Brand Image- Meaning & Definition, Sources of Brand Image, Brand Image for Established and New Products,

Brand Image & celebrity. d) Brand repositioning: Meaning, types of repositioning strategies in Indian Marketing.

Module 5:

Brand Imitations- Meaning of Brand Imitation, Kinds of Imitations, Factors affecting Brand Imitation, Imitation Vs Later market entry, First movers' advantages, Free rider effects, benefits for later entrants, Imitation Strategies. Making Brands go Global: Geographic extension, sources of opportunities for global brand, single name to global brand, consumers & globalisation. Conditions favouring Marketing, Barriers to globalisation, Managerial Blockages, Organisation for a global Brand, Pathways to globalisation.

Module 6:

Financial Brand valuation and Accounting for Brands- Meaning of Financial brand equity, Accounting for brands, Evaluating brand value methods in Finance & Accounting, steps, The Evaluation of Complex cases, publication of annual reports in the press.

REFERENCE BOOKS:

1. A. Kevin Lane Keller; *“Strategic Brand Management, Building Measuring & Managing Brand Equity”* – 2nd Edition PHI/ Pearson Education Publishers, II Edition.
2. Kotler/ Keller/ Koshy/ Jha; *“Brand Management”*, Prentice- Hall of India, New Delhi, Twelfth Edition
3. Y L R Moorthi, *“Brand Management”* Vikas Publications, New Delhi, 3rd Edition (2008).
4. Jean-Noel Kapferer, *“ The New Strategic Brand Management”*, Kogan Page, 1st Edition(2004).

P115 MA 403: MARKETING ANALYTICS (SAS / SPSS)

Objectives:

The Objective of SAS is to analyze programs, which define a sequence of operations to be performed on data, stored in tables. SAS provides business solutions to almost all areas, such as Marketing, Sales, customer relationship management, human resource management, financial management etc.

The career prospects in SAS is a demanding, the candidates can be recruited as consultant, Data Analyst, and can have more roles on Analytics and presales as well.

Module 1:

Introduction - Course overview, SAS Marketing Automation overview, creating a new campaign, defining the target audience, choosing a communication channel, Assigning an offer, Scheduling and executing a campaign, creating subgroups using the Split node, Testing competing offers, prioritization, introduction to subjects, data-item-subject relationships.

Module 2:

Reports and Custom Tasks - Creating documents, creating SAS Visual Analytics reports and other reports, report linking, executing custom tasks, overview Information Maps for SAS Marketing Automation, data items and folders, defining subjects, assigning subjects, setting up metadata tables.

Module 3:

Business Contexts: Generating Metadata - Creating metadata tables, updating metadata, Enabling Mappings, creating definitions, using the common data model, using measures, using calculated data items, overview of the marketing optimization problem, major features of SAS Marketing Optimization, navigating the user interface, required and optional data tables, the Input Data window, creating input data.

Module 4:

Creating and Optimizing a Scenario - Working in the Optimization Scenarios Category view, the Scenario window, creating and optimizing a scenario, filters and measures of scenario modelling, scenario modelling the Base scenario, infeasible scenarios, customer and household-

level constraints and contact policies, optimization parameters, contact history and mandatory communications (self-study).

Module 5:

Introduction to SAS Real-Time Decision Manager - Introduction to Navigating the interface, exploring SAS Real-Time Decision Manager, exploring the Required and Decision nodes

Beginning a Campaign - Beginning steps, adding Decision nodes, applying treatments to a campaign, testing a campaign.

Arbitration - Arbitrating treatments

Treatments - Creating treatments, dynamic treatments, staged treatments, updating treatments.

Decision Treatment Campaigns and Campaign Sets - Overview of campaigns, treatment campaigns, and treatment campaign sets, creating decision treatment campaigns, creating decision treatment campaign sets.

Documenting a Campaign and Marking for Deployment - Review, documenting a campaign, marking a campaign for deployment.

Reporting and The Common Data Model - What is the common data model, creating and publishing history campaigns,

BOOKS FOR REFERENCE

1. *SAP(R) ERP Financials and FICO Handbook (The Jones and Bartlett Publishers Sap Book Series) by S. N. Padhi (Author).*
2. *SAP Fico Covers Sap Ecc 6.0 Black Book (English)(Paperback) Author: Bhushan Jairamdas Mamtani.*

P115 AR 401: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Objective:

To enable the students to develop an understanding of the basic inputs in making and implementing corporate strategic decisions. To familiarize the students with the issues and practices involved in corporate decisions.

Module 1:

Nature and Scope of Strategic Management-: Characteristics, Dimensions – Approaches to Strategic Decision Making, Strategic Management Process – Components of Strategic Management Model, -Policy & Strategic Management, Strategic role of Board of Directors and Top Management, Strategic Implications of Social and Ethical Issues.

Module 2:

Strategy Formulation and Strategic Analysis- Company's Goals, Mission and Social Responsibility, Vision – Objectives Analysis of Board Environment – External Environment Factors Economic, Social, Political, Ecological, International, Industrial – Competitive Forces and Strategy, Industry Analysis (Michael Porter's Model) Analysis of Strategic advantage, -Resource Audit, Value Chain Analysis, Core Competencies, SWOT Analysis, Analysis of Stakeholders Expectations.

Module 3:

Strategic Choices/Options- The five generic competitive strategies; Tailoring strategies to fit specific industry and company situations; External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance; Competing in foreign markets; Evaluation of Strategic Alternatives, -Product Port Folio Models,

Module 4:

Strategy Implementation- Implementation Issues, Planning and Allocating Resources, – Financing Planning, Manpower Planning, Organizational Structures, -Factors affecting choice of structure, Degree of Flexibility and Autonomy.

Module 5:

Functional Strategy- i) Marketing Strategy – Nature, Significance, Formulating Marketing Strategy, ii) Production Strategy – Need, Formulation of Production of Strategy for an organization. iii) Research and Development (R&D) Strategy –Need, Formulating R and D Strategy iv) Human Resource (HR) Strategy – Acquisition of Human Resources, motivation and

maintenance of HR v) Financial Strategy – Need, Financial Objectives, Making Strategic Financial Decisions vi) Logistics Strategy

Module 6:

Strategic Review- Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring, Business Process Reengineering, Benchmarking, TQM, Six Sigma

BOOKS FOR REFERENCE:

- 1. Crafting and Executing Strategy by Thompson, Strickland, Gamble and Jain – 14th Edition Tata McGraw Hill*
- 2. Strategic Management -Formulation, Implementation and Control By John A Pearce II, Richard B. Robinson Jr. 9th Edition (The Mc-Graw Hill Companies)*
- 3. Management Policy and Strategic Management (Concepts, Skills and Practices) By R. M. Srivastava, Himalaya Publishing House*
- 4. Essence of Strategic Management –By Bowman, Cliff, Prentice Hall N. J.*