

# **ST. JOSEPH'S COLLEGE OF COMMERCE**

(Autonomous)

163, Brigade Road, Bangalore – 560 025

Accredited with 'A++' Grade (4<sup>th</sup> Cycle) by the  
National Assessment and Accreditation Council (NAAC)

Recognized by the UGC as  
“COLLEGE WITH POTENTIAL FOR EXCELLENCE”



## **Post Graduate Diploma in Marketing Management (PGDMM)**

**Semester I & II**

**Academic year 2024-25**

# **ST. JOSEPH'S COLLEGE OF COMMERCE**

(Autonomous)

**Affiliated to Bengaluru City University**

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011 SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 93rd in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2022 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.

## **OBJECTIVES**

- Designed to expose learners with knowledge, skills and integrated perception of various functions of management to sustain the growing momentum of the industry and help achieve higher levels
- To provide an opportunity to students, wishing to change disciplines
- To upgrade knowledge within a discipline.
- Preparation for entry to a Master's course.

## **I. ELIGIBILITY FOR ADMISSION:**

Candidates who have completed Graduate Programme of any recognized university and have secured passed with at least 50% of mark in the aggregate of all core papers/courses studied in the qualifying examinations are eligible for admission into this programme. Admission will be based at the discretion of the Admission Committee.

## **II. DURATION OF THE PROGRAMME:**

The programme of the study is One (1) year of Two (2) semesters. A candidate shall complete his/her degree within Two (2) academic years from the date of his/her admission to the first semester.

### **III. MEDIUM OF INSTRUCTION:**

The medium of instruction shall be English.

### **IV. ATTENDANCE:**

A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily. A student who fails to complete the PROGRAMME in the manner stated above shall not be permitted to take the end semester examination.

### **V. TEACHING AND EVALUATION:**

M.Com/MBA/MFA/MBS/Ph.D graduates with B.Com/BBA/BBS as basic degree from a recognized university with a relevant industry experience are only eligible to teach and evaluate the courses.

### **VI. EVALUATION SYSTEM:**

Evaluation for PG programme consists of two components, viz. Continuous Internal Assessment (CIA) and End Semester Examination (ESE) with the weightage of 50% and 50% respectively.

Continuous Internal Assessment (CIA) includes 20 Marks from assignments, 20 Marks from Mid-Term Test and 10 Marks from attendance. 20 Marks Assignments will be gathered from a minimum of two assignments ascertained through the exercises administered by the teacher such as Surprise test / quiz / business case analysis/ Assignment / Presentation/ Research Project/ Research article/ Seminar etc. 20 Marks will be gathered by the student through the centrally conducted Mid-Term Test by the Controller of Examination's Office, related nitty-gritties such as date, time and venue shall be notified by the department. The 10 Marks for Attendance will be calculated in the following manner - 96 – 100% = 10 Marks; 91–95% = 8 Marks; 86–90% = 6 Marks; 81-85% = 4 Marks, 76-80% = 2 Marks and up to 75% = 0 Marks. Each teaching faculty is required to maintain a record of the Continuous Internal Assessment (CIA). Under the PGD programme, a student must score a minimum of 40% (i.e., 20 Marks out of 50 Marks), in the CIA, besides 75% attendance, to be eligible for End Semester Examination, which is 12 marks through CIA.

The End Semester Examination will be conducted at the end of each semester. The duration and maximum marks for the End Semester Examination is 3 hours and for 100 marks.

### **VII. MINIMUM FOR A PASS:**

A PGD student has to get a minimum of 40% marks in the ESE (40 on 100) and 50% aggregate in CIA & ESE (50 on 100) for a pass in each course.

### **VIII. PATTERN OF QUESTION PAPER:**

**Question Paper Pattern: (3 Hours duration, Max. Marks: 100)**

Section A	Analytical questions	5 Marks x 7 Questions	35 Marks
Section B	Essay questions	15 Marks x 3 Questions	45 Marks
Section C	Compulsory questions / Case Study	20 Marks x 1 Question	20 Marks
<b>Total Marks</b>			<b>100 Marks</b>

**PROGRAMME STRUCTURE – PGDMM (2024-25)**

**I SEMESTER**

<b>Paper No.</b>	<b>Title of the Paper</b>	<b>Marks</b>		<b>Total Marks</b>	<b>Credits</b>
		<b>CIA</b>	<b>ESE</b>		
P321101	Management Process	50	50	100	4
P314102	Human Resources Management and Organizational Behaviour	50	50	100	4
P321103	Business Ethics and Corporate Governance	50	50	100	4
P321104	Marketing Management	50	50	100	4

## **P321 101: MANAGEMENT PROCESS**

### ***COURSE OBJECTIVES:***

- 1. To expose the students on an overview of the management process.*
- 2. To develop skills in the students in handling each element in the management process.*

### **Module 1:**

**Introduction to Management** - The concept of management – The evolution of management thought - The process of management: Planning – Organizing, Staffing, Directing – Controlling: Systems approach to management.

### **Module 2:**

**Planning and Decision Making** - Planning: The nature and purpose of planning, types of plans: objectives – policies, procedures, and types, methods, forecasting and planning, steps in planning, Decision making, MBO. **Difference between MBO & MBE - Appraising managers against verifiable objectives.**

### **Module 3:**

**Strategic Planning** -Strategic Planning – Introduction –SWOT & TOWS matrix – Mission, Vision and Values – Need Prioritization – Risk Identification - Business portfolio matrix – Designing Plan including Budgets – Process Design and Action guidelines – Plan revision and updation.

### **Module 4:**

**Organizing** - Organizing: Nature and purpose of internal organization of a business enterprise – Principles of Organization – Span of management – levels of management – Departmentation – De-Centralization of authority and responsibility – delegation of authority – committees. Spread of span of management by using IT tools.

### **Module 5:**

**Leadership** - Leadership – challenges. Styles, vision, interpersonal relationship, managerial communication.

### **Module 6:**

**Controlling** - Controlling: Management control – types of control – modern control techniques – Controlling time and cost in projects - basics of PERT/CPM (theory only) - management audit – management in the future – human resource factor – influence of changing value systems.

**BOOKS FOR REFERENCE:**

1. *Koontz and O'Donnel, Principles of Management, McGraw Hill.*
2. *George Terry and Franklin, Principles of Management, All India Traveller Book Seller, Delhi.*
3. *W. Haynes, Principles and practice of management, New Central Book Agency.*
4. *Louie Allen, Management of Tomorrow, New York, Megraw Hill.*
5. *Dale, Management Theory and practice, New York, Megraw Hill.*
6. *Peter F Drucker, Tasks, Responsibilities and Practice.*
7. *Dr. Tripathi, P. C & Dr. Reddy P.N, Principles of Management, THM, New Delhi.*
8. *Stoner. James A.F, Management. Prentice Hall. India.*
9. *Rustom S. Daver, The management process: Bombay, Progressive Corporation.*

# **P314102: HUMAN RESOURCES MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

## **OBJECTIVES:**

1. *To expose the students to the principles and practices of human resources management.*
2. *To make the students internalize good HR practices.*

## **Module 1:**

Basics of HRM, nature and scope of human resource management (HRM) objectives of HRM, HRM functions, organization of HRM department, Qualities of HR manager, Personnel policies and principles, new challenges of HRM model.

Nature and scope of organizational behaviour, why study OB, and organizational behaviour model. Organizational and global economy, Multinational Corporation, international challenges, understanding our own culture, behavior across cultures.

## **Module 2:**

### **Human Resource Planning:**

- Human resource planning, factors affecting planning, planning objective, planning process, evaluation of planning.
- Job analysis and design – need for and process of job analysis and design.

### **Recruitment & Selection:**

- Employee hiring: hiring, recruitment, importance, nature and international recruiting, selection, importance, process, recruitment and selection practices in India.

### **Training and Development:**

- Nature, importance, training, inputs, training process, recent trends in training, training practices in India.

### **Employee Compensation:**

- Job evaluation, nature, objectives, and process of evaluation, employee compensation, wage concepts and principles, factors affecting compensation plans, incentives – group and individual plans, wage and salary policies in India.

### **Attrition Management:**

- Challenge for employee retention, strategies adopted by companies for employee retention. Reasons of attrition.

**Human Resource Audit:** Audit of corporate strategy, audit of human resource function, audit of managerial compliance, audit of employee satisfaction.

## **IHRM:**

International human resource management, language training, cross-cultural training, expat selection, culture shock, expat failure, repatriation, reverse culture shock.

### Module 3:

#### **Organizational Culture:**

- Organization structure, internal structure-Behavioural implications, informal organizations.
- Organizational culture, cultural dimensions, culture creation, culture sustenance, changes in culture.
- Organizational change and development, levels of change, resistance to change, managing changes, change implementation, planned change

**Performance and appraisal:** Nature, importance, process of evaluation, challenges. Types of appraisal. 360\* appraisal Employee promotions, basis of promotion, transfer, reason for transfer, separation.

**Motivation:** Importance, theories, leadership, theories styles.

**Communication:** Interpersonal, organizational. Barriers and ways of overcoming barriers. Participative management, scope and way of participation, importance, requires, limitation, practices.

**Labour welfare & Retention:** Nature, types, approaches, practices. Empowerment – nature. Need and practices, industrial relations, causes for industrial disputes, ways of resolving disputes, preventive and curative a measure. Ergonomics, Role of ergonomics in employee retention.

### Module 4:

#### **Individual Behavior, Group Behavior & Conflict:**

- Foundation of individual behaviour, environmental factors, personal factors, psychological factors.
- Foundation of group behaviour, usefulness of groups, determinants of group behavior, group dynamics, group task, group types, group cohesiveness, group norms.
- Leadership theories, leadership styles.
- Power and politics, power indicators bases of power, acquisition of power, ethics of power and politics.
- Communication, interpersonal, organizational, barrier and ways of overcoming barriers.
- Personality, shaping of personality, determinants of personality, personality types.
- Conflict changing views of conflict process, conflicts levels conflict resolution. Management of organization conflicts

### Module 5:

#### **Employee Remuneration:**

Components of remuneration – devising a remuneration plan – theories of remuneration – factors influencing remuneration – challenges of remuneration – wage concepts – wage policies – incentives – benefits and services – executive remuneration



## **Module 6:**

Project / dissertation or detailed assignment on any aspect of HRM.

Project / dissertation or detailed assignment on any aspect of OB.

### ***BOOKS FOR REFERENCE:***

1. *William B Werther & Keith Davis: Human Resource & personnel management, McGraw Hill.*
2. *Terry L Leap & Michael D Crino: Personnel, Human Resource management, Maxwell Macmillan.*
3. *H John Bernardin and Joyce E A. Russel: Human Resource management and experimental approach, McGraw Hill.*
4. *David A Decczo and Stephen P Robbins: Personnel/ Human Resource management, PHI*
5. *Micheal Armstrong: A handbook of personnel management, NP, Kogan Page.*
6. *Gary Dessler: Personnel management, Prentice Hall of India.*
7. *Edwin D Flippo: Personnel management, McGraw Hill Co.*
8. *Aswathappa K: Human Resource & personnel management, Tata McGraw Hill.*
9. *Wyne F Cascio and Clias N Awad: Human Resource management*

## **P321 103: BUSINESS ETHICS & CORPORATE GOVERNANCE**

### **OBJECTIVES:**

1. *To make the students conscious about ethical values in real life and in business.*
2. *To make students internalize ethical values and practices.*

### **Module 1:**

**Introduction To Business Ethics** - Ethics in Business – Definition of business ethics – A model of ethics; ethical performances in business, managerial values and attitudes, ethical congruence; managerial philosophy; types of ethics; codes of ethics; importance of ethics in business – **Kohlberg’s Moral Development model.**

### **Module 2:**

**Ethical Theories** - Ethical theories and corporate social responsibility – Cognitivism and Non – Cognitivism; consequentialism Vs non–consequentialism – Utilitarianism; Religion and ethics; Kantianism Vs Utilitarianism; Business and religion; Ethics and social responsibility; Corporate social responsibility; changing expectations; diagnostics model of social responsiveness; four faces of social responsibility – ethical climate in companies.

### **Module 3:**

**Marketing Ethics** - Ethics in marketing – ethical dilemmas in marketing – unethical marketing practices – ethical and social issues in advertising – common deceptive marketing practices role of – consumerism

### **Module 4:**

**Ethics in HRM and IT** - Ethics in human resource management: Human resource system – psychological expectancy model- human resource management practice and ethical implications- individualism Vs Collectivism in Human resource management practices.

Ethics and information technology: Ethical issues relating to computer applications; security threats – computer crime – computer viruses – software piracy – hacking – computer crime prevention – ethical prevention – ethical dilemmas and consideration.

### **Module 5:**

**Ethics In Finance And Accounts** - Ethical issues in Finance and Accounts – Importance of Financial Statements, Importance of Transparency in Disclosure, Ethics in banking, insurance and share market, Insider trading, Money Laundering. Banking Ombudsman Scheme. Right to Information, Whistle blowing.

### **Module 6:**

**Corporate Governance And Corporate Social Responsibility** - Corporate Governance: Principle of Corporate Governance- Issues- Strategies and Techniques to Sound Corporate

Governance- Indian Model. Obligation: investors, employees, customers, Managerial. Legislative changes.

Corporate Social Responsibility: Importance – Scope – Advantages – Steps- Theoretical Justification for CSR.CSR as a Business strategy for sustainable Development- Indian perspective- Ethics and CSR of business.

***BOOKS FOR REFERENCE:***

1. *V S Mahesh: Thresholds of motivation, Tata Mc Graw Hill.*
2. *Beanchamp Tom L: Ethical Theory and Business, Prentice Hall.*
3. *Bowie. Norman E: Business Ethics, Prentice Hall.*
4. *Donald Thomas: Ethical Issues in Business, Prentice Hall.*
5. *Manual G. Velasquez – Business ethics.*

## **P321 104: MARKETING MANAGEMENT**

### ***COURSE OBJECTIVES:***

- 1. To provide conceptual skills in marketing management.*
- 2. To make students apply the conceptual skills in marketing decisions.*

### **Module 1:**

**An Introduction** - Modern Concepts of marketing. Nature and scope of marketing -Needs, wants and demand – Maslow’s hierarchy of needs – different marketing offers - Marketing management - scope – Different philosophies/orientations of marketers - marketing v/s selling concepts - systems concept in marketing - marketing mix strategy. Understanding the marketing environment (PESTEL).

### **Module 2:**

**Consumer Behavior** - Consumer behavior - Meaning, nature and importance –factors influencing behavior - buying motives, consumer buying decision process, Howard Sheth model of buyer behavior, Industrial buyer behavior and buying decision process - market segmentation strategy (STP process) – Consumerism.

### **Module 3:**

**Product and Pricing** - Product Decisions: Product mix decisions - levels of product-classification of consumer and business products - new product development strategy, product life cycle concept, product positioning strategy, branding, packaging and labeling decisions- Pricing: objectives, methods and strategies, new product pricing strategies.

### **Module 4:**

**Promotion and Distribution** - Distribution decisions - Channel functions – channel types/levels - factors affecting the choice of channel, channel design decisions, objectives and constraints, channel management decisions, channel power and conflicts and their resolution – retail/wholesale channels, Marketing systems.

Promotional strategies - IMC and promotional mix- advertising budgeting , DAGMAR-media planning and evaluation, sales promotion types, tools and techniques - personal selling and its steps.

### **Module 5:**

**Marketing Control** - Marketing control - Marketing planning, annual plans, - steps in planning. BCG Matrix - Marketing audit, meaning and features – components of marketing audit.

## **Module 6:**

**Services Marketing And Recent Trends In Marketing** - Services marketing – special characteristics – marketing mix: additional dimensions for services. Latest trends in marketing - Digital marketing, social media marketing, e-Commerce

### ***BOOKS FOR REFERENCE:***

1. *Phillip Kotler, Principles of Marketing, Prentice Hall of India.*
2. *William J Stanton etal, Fundamentals of Marketing, McGraw Hill.*
3. *Geoff Lancaster, Essentials of marketing, McGraw Hill.*
4. *Boyd & Westfall, Marketing research.*
5. *Cundiff W F & Still RR, Basic Marketing.*
6. *J C Gandhi, marketing: A managerial introduction.*
7. *S Neelamegham, Marketing Management & The Indian Economy, Vikas Publishing House.*
8. *Subash Mehta & Keshav Prasad, Marketing: Environment, Concept and cases, Tata McGraw Hill.*
9. *Britt & Boyal, Marketing Management and Administration.*
10. *E A Ramaswamy and Nama Kumari, Marketing Management – Text and cases, McMillan Publishing House.*

**PROGRAMME STRUCTURE – PGDMM (2024-25)**

**II SEMESTER**

Paper No.	Title of the Paper	Marks		Total Marks	Credits
		CIA	ESE		
P323MM201	Strategic Brand Management and Marketing Communications	50	50	100	4
P323DSMM203	Data Science Applications – Sales & Marketing	50	50	100	4
P314MM203	Consumer Behaviour	50	50	100	4
P314MM204	Product Sales and Distribution Management	50	50	100	4

## **P321 MM 201: STRATEGIC BRAND MANAGEMENT & MARKETING COMMUNICATIONS**

### ***COURSE OBJECTIVES***

The course aims to combine a perspective of strategic brand management and marketing communications with a strong practical focus:

1. To expose the students to the theoretical and practical aspects of advertising and brand management.
2. To develop an understanding of the different elements of integrated marketing communication and their integration and its role in brand development.
3. To develop the necessary skills among the students with regard to strategies in advertising and branding.
4. To develop sensitivity towards social, legal and ethical considerations in the formulation and implementation of communication and brand promotion strategies.

### **A. STRATEGIC BRAND MANAGEMENT**

#### **Module 1: Strategic Brand Management Perspective**

Origin and evolution of branding - Concept, meaning, and scope of branding – product vs. brand differences– benefits of branding to customers and companies – brand equity – David Aaker’s model of brand equity and its application – branding process – choosing brand elements and the criteria used - brand audit – meaning and methodology – customer based brand equity model of Kevin Keller.

#### **Module 2: Strategies for Brand Positioning**

Points of parity and points of difference – strategic approaches to brand positioning - sensory branding strategy – emotional branding strategy – strategies for building brand image and brand personality – leveraging secondary brand associations for brand building –

#### **Module 3: Brand Development**

Integrating marketing communications to build brand equity – strategies for new brands – line extensions and brand extensions – brand revival, rejuvenation, re-launch, repositioning – brand name genericisation – brand cannibalism – co-branding and cross-branding strategies.

### **B. MARKETING COMMUNICATIONS**

#### **Module 4: Strategic Marketing Communications**

The Integrated Marketing Communications (IMC) - concept and the promotion mix components – evolution and modernization of advertising – classifications of advertising – consumer advertising - national, regional, primary vs brand, professional, business to business, trade advertising – types of advertising – new trends in strategic marketing communications – interruption marketing vs permission marketing – social and ethical issues in advertising – regulatory framework. ASCI

## **Module 5: Media Planning and strategy**

Role of advertising agencies in marketing communications – types of advertising agencies and their functions – agency compensation- evaluation – budgeting for marketing communications – media planning – media strategy - types and choice of media – criteria for selection- – reach, frequency and impact, and cost factors - measuring efficiency of advertising with DAGMAR – advertising campaign planning – copywriting and testing – strategic choices of advertising appeals – rational, emotional, testimonial, humour, fear, sensual, scientific, etc.- role of creativity – support media

## **Module 6: Sales Promotion Strategies**

Sales promotion- meaning, scope and role in marketing communications – classifications – consumer oriented and trade oriented promotion – tools and techniques used – designing advertising campaigns – recent trends in marketing communications – online advertising – scope, types and advantages – social media advertising – types, scope and efficacy – advantages and disadvantages of social media advertising – cause-marketing

### ***BOOKS FOR REFERENCE:***

1. *Belch and Belch, Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, 9<sup>th</sup> edn., 2021.*
2. *Semenik, Promotion and Integrated Marketing Promotion, Thomson Learning.*
3. *Kevin Lane Keller, Strategic Brand Management, Pearson Education, 2019.*
4. *Chunnawalla, Brand Management, HPH, 2014.*



## **P3 23 DSMM203: DATA SCIENCE APPLICATIONS – SALES & MARKETING**

### **COURSE OBJECTIVES:**

*The students should be able to*

- 1. Explain the Role of Data science in Sales & Marketing.*
- 2. Design data analytics in Sales, Retail, Web & social media*
- 3. Calculate various metrics used in Sales & Marketing functions.*
- 4. Evaluate how effectively businesses use data in driving decisions in Sales & marketing.*
- 5. Examine the extent to which data science is efficient and its application in Sales & Marketing function.*

**Module 1: Data Science Application in Sales & Marketing** **3 Hrs**  
Need for Sales & Marketing Analytics – Types of Analytics used in Sales & Marketing

**Module 2: Data Types generated in Sales & Marketing** **3 Hrs**

Understand the various data generated by Sales & Marketing departments in the business – Sales & marketing data used by business to make decisions – Primary data & Secondary data in Sales & Marketing

**Module 3: Sales Analytics** **6 Hrs**

Sales trends & growth – Sales target & achievement – Sales opportunities – Lead to conversion analysis – Pipeline analysis – Quote to Cash – Average Sales Value – Segmentation – Route to Market – Sales Cycle – Sales Productivity – Analyzing Sales data using Python

**Module 4: Retail Analytics** **6 Hrs**

POS Analysis & dashboards using Python – Assortment Optimization – Shopping basket analysis – Frequent shopper programs – Retail vs Customer Panel analysis – Analysis driving store design

**Module 5: Customer Analytics** **6 Hrs**

Customer Segmentation – RFM analysis using Excel – Customer churn – Understanding Customer loyalty using CLI model

**Module 6: Web, Social Media, Digital Analytics** **6 Hrs**

Web analytics – Click stream analytics – Social Media analytics

### **BOOKS FOR REFERENCE:**

- 1. Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python (FT Press Analytics) Thomas W. Miller, Pearson.*
- 2. Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence (Marketing Science), Dr. Steven Struhl, Kogan Page.*
- 3. Data Science for Marketing Analytics, Mirza Rahim Baig, Gururajan Govindan, Packt Publishing Limited.*

4. *Data Science for Marketing Analytics*, Tommy Blanchard, Packt Publishing Limited
5. *Computing Application of Classifiers for Marketing Data Mine*, Sant Sharan Mishra, LAP Lambert Academic Publishing.
6. *Handbook of Research on Applied AI for International Business and Marketing Applications*, Bryan Christensen, IGI Global.
7. *Artificial Intelligence for Marketing - Practical Applications*, Jim Sterne, John Wiley & Sons Inc.
8. *Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics*, Anil Kumar, IGI Global.

## **P314 MM 203: CONSUMER BEHAVIOUR**

### **OBJECTIVES:**

1. *To examine the nature of Consumer Behavior*
2. *To analyze the application of consumer Behaviour with regard to formulation of marketing strategy*
3. *To provide students with an understanding of the wide range of social, cultural and economic factors which influence consumer behaviour.*
4. *To analyze the decision making process of the consumer.*

### **Module 1:**

Understanding Consumer Behavior – An Overview – Need for understanding consumer behavior – Consumer insights examples – Diversity of the Indian Market – Changing pattern of Indian consumer – Factors influencing Consumer Behavior – General Model of Consumer Behavior – Micro-factors influencing Consumer Behavior – Understanding the Buying Decision Process.

### **Module 2:**

**The Consumer as an Individual** – Consumer Motivation – The Concept of Motivation – Maslow's Theory of Motivation – McGuire's theory of Motivation – Role of Motives in Guiding Behavior – Involvement of consumer

**Consumer Perception** – Elements & Dynamics of perception – Complexities in Consumer Perception – Perceptual Mapping – Brand Positioning – Perceived Price – Perception of colours – Perceived quality – Perceived risk – Risk reduction strategies

**Consumer Beliefs and Attitudes** – Consumer beliefs – popular consumer beliefs – consumer feelings – Consumer attitudes – Characteristics of attitudes – Functions of Attitudes – Attitude Formation Models – Tri-component attitude model – TORA – Multi-attribute Attitude Model – How to change Consumer's attitude

**Consumer Learning and Experience** – Consumer Learning – Learning Theories – Behavioral Learning theories – Cognitive Learning theory - Elaboration Likelihood Model – Branding Concepts – Experiential marketing

**Consumer Personality and Self-image** – What is Personality? Nature of personality – Theories of Personality – Freudian personality theory – Trait theory - Personality related consumer issues – Brand personality – Constituents of Brand's personality - Dimensions of brand personality – Brand Image.

### **Module 3:**

#### **CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS**

**Effect of Personal Factors** – Influence of age on Consumer behavior – effect of life-cycle-stage – effect of occupation – Social class and their behavioral patterns – Effect of lifestyle – The New sub-cultures

**Influence of Reference Groups** – Role of Reference groups – Patterns of Reference Groups influence – Consumption-related Reference Groups – Effect of Reference Groups on Consumer Decision-making – Examples of endorsement by celebrities

**Culture and Western influence on consumer Behavior** – Manifestations of culture in India – Impact of culture on product acceptance – Emergence of new consumer culture – Importance of cultural values – Cultural diversity and their positive impact on Consumer Behavior

#### **Module 4:**

##### **CONSUMER'S DECISION-MAKING PROCESS**

**Consumer's Decision Making** – The decision making process – Impulse buying decision – Decision-making criteria – Evaluation strategies – Factors influencing decision-making – Role of Family in decision-making – Purchase decisions: Issues and Resolution – Indian consumer Psyche.

**Comprehensive Models of Consumer Decision Making** – Andreason Model – Nicosia Model – Howard-Seth Model – Engel-Kollat-Blackwell Model – Bettman's Information-Processing Model – Sheth-Newman-Gross Model

#### **Module 5:**

##### **UNDERSTANDING INDIAN MARKET DIVERSITY AND EVOLVING CONSUMER BEHAVIOR**

**Diversity of Indian Market** – Demographic picture of the Indian market

**Changing Indian consumer Behavior** – Drivers of change – consumer trends – Significance of rural marketing – Rural consumer behavior – New consumption patterns – Products – category-wise: new behavioral patterns – Final insights

##### **BOOKS FOR REFERENCE:**

1. *Consumer Behavior* – Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, 10<sup>th</sup> Edition, Prentice Hall (Pearson).
2. *Consumer Behavior – Insights from Indian market* – Ramanuj Majumdar – PHI Learning Private Ltd., New Delhi. Eastern Economy Edition, 2011.
3. *David L. Loudon and Albert J Della Bitta, Consumer Behaviour, 4th Edition, Tata McGraw Hill, 2008.*
4. *Solomon M.R. Consumer Behavior, Prentice Hall, 4<sup>th</sup> Edition, 1998.*

# **P314 MM 204: PRODUCT SALES AND DISTRIBUTION MANAGEMENT**

## **OBJECTIVES:**

1. To expose the students to the concepts, and principles of sales and distribution management.
2. To develop the necessary skills among the students regarding the personal selling and physical distribution.

## **A -SALES**

### **Module 1:**

Nature and Importance of Sales Management, Dimensions of Sales Management. Planning and Organizing Sales Force - Estimating Market Potential and Forecasting Sales, Importance & Definitions, Sales Forecasting Methods, Quantitative & Qualitative Techniques, Organising the Sales Force - Nature and Characteristics, Basic Types of Organisation, Specialisation within Sales Department.

### **Module 2:**

**Management of the Sales Force** - Sales Force Staffing Process - The Planning Phase, The Recruiting Phase, The Selection Phase, Hiring & Assimilation Phase. Training the Sales Force - Training Assessment, Designing and Implementing Training Programmes, Evaluation of Training Programmes, Refresher Training.

**Directing the Sales Force** - Time and Territory Management, Objectives & Criteria for Territory Formation, Sales Territories Design, Time Management, Routing & Scheduling.

**Sales Quotas and Compensation** - Purpose, Types of Quotas, Administration of Quotas, Objectives of a Compensation Plan, Developing the Compensation Plans, Basics & Combination, Trends in Compensation Plan.

**Motivating & Leading the Sales Force** - Importance of Motivation, Behavioral concepts, Selection of Motivational Tools, Challenge of Sales Force Motivation, Sales Leadership, roles, Skills and styles, Supervision, Tools and Techniques, Morale-Factors, Effects and Building process.

**Controlling and Evaluating the Sales Force** - Analysis of Sales, Costs and Profitability, Budgeting, Sales Analysis, Marketing Cost Analysis, Increasing Sales Force Productivity.

Measuring and Evaluating Sales Force Performance, Nature and Importance of Performance Evaluation, Establishment of Standards, Measuring Sales Force Performance and Evaluation Follow-up.

### **Module 3:**

**The Environment For Personal Selling Management** - Social & Cultural, Technological & Competitive Environment, Unethical Sales Force Behaviour, Social Responsibility, Legislation Affecting Selling & Sales Management.

**Personal Selling Process** - The Different Approaches, Benefit Selling, Relationship Selling, The Various Stages of Selling Process, Prospecting, Pre-approach, Approach, Presentation, Trial Close, Handling Objections, **Close**, Follow-up, Selling Aids.

**BOOKS FOR REFERENCE:**

1. *Cundiff & Still - Sales Management: Decisions, Strategy & Cases - PHI, 5<sup>th</sup> Edition.*
2. *Charles M Fu Trelle - Sales Management Teamwork, Leadership & Technology - Thomson.*
3. *William J. Stanton and Rosann Spiro - Management of a Sales Force - 10<sup>th</sup> Edition, Irwin-McGraw Hill, 1999.*

**B - DISTRIBUTION MANAGEMENT**

**Module 4:**

An Overview of Distribution Management - Marketing Channels Analyzing Marketing Channel Structure, Functions and Flows, Channel Relationship.  
Channel Structure - The retail environment Importance, Structure & Economic Factors, Different Formats, Shopping Behaviour, Retail Planning Strategies, Retail Marketing Mix, Procurement & Distribution, Merchandise Plan Retail Management, Performance  
Measurement, Evaluation. Wholesaling - importance, Structure & Functions, Different Format, Selection & Using Wholesalers.  
Channel Planning - Designing Channel System, Organisational Patterns in Marketing Channels, Vertical Integration, Outsourcing, Electronic channels.

**Module 5:**

**Channel Management** - Management of Marketing Channels, Managing Intra Channel Conflict, Managing Multiple Channels. Marketing Channel Policies - Market, Customer Coverage, Pricing, Product Line Policies.

**Channels Information System** - Elements of Channels Information Systems, Impact on Service, Performance Parameters, Assessing Marketing Channel Performance. Measurement and Evaluation of Channel Members Contribution, Result of Channel Performance.

**Module 6:**

Marketing Logistics & Demand Chain Management - Logistics & Competitive Strategy, Customer Service Dimension, Developing the Logistics Organization & Management, Transportation and Warehousing Decisions, Marketing Handling, Inventory Management, Marketing Logistics Cost and Performance, Benchmarking.

**BOOKS FOR REFERENCE:**

1. *Anne T. Coulghon Etall - Marketing Channels - Pearson Education.*
2. *Martin Christopher - Logistics & Supply Chain Management, Strategies for reducing Cost &*

- Improving Service – Pearson*
3. *Education - 2<sup>n</sup>\* Edition- 1998.*
  4. *Charles M. Futrell, Sales Management- Thomson.*
  5. *William J. Stanton and Rosann Spiro, Management of Sales Force, McGraw-Hill.*