

MBA SEM II

MBA In Marketing Management

Sr. No.	Subject Code	Name of Subject	Course Type
1	MBA/201/MAR	Marketing Management Concepts	DSC
2	MBA/202/MAR	Integrated Marketing Communications	DSC
3	MBA/203/MAR	Consumer Behaviour	DSC
4	MBA/204/MAR MBA/205/MAR	Business Marketing Operations/ Marketing Research	DSE
5	MBA/206/MAR	Retail Marketing and Distribution Management	DSC
6	MBA/207/MAR	Business Communication	DSC
7	MBA/208/MARC	Entrepreneurship	DSC

MBA/201/MAR

Marketing Management Concepts

CO	Course Outcome
1	Understand the fundamental principles of marketing and its role in business operations.
2	Analyze market segmentation, targeting, and positioning strategies to reach specific consumer groups effectively.
3	Develop skills in crafting marketing mix strategies, including product, pricing, distribution, and promotion.
4	Evaluate the ethical and global considerations in marketing, demonstrating awareness of social responsibility and cultural impact.

Unit 1: Fundamentals of Marketing Management

Introduction to Marketing: Defining marketing, its evolution, and its role in business.

Marketing Mix (4Ps): Understanding product, price, place, and promotion strategies.

Marketing Environment Analysis: Examining macro and micro factors affecting marketing decisions.

Market Segmentation and Targeting: Identifying customer segments and tailoring marketing strategies.

Unit 2: Strategic Marketing Planning

Marketing Strategy Formulation: Developing marketing goals, objectives, and overall strategies.

Competitive Analysis: Analyzing competitors' strengths, weaknesses, and positioning.

SWOT Analysis: Assessing internal strengths and weaknesses along with external opportunities and threats.

Market Entry Strategies: Exploring options for entering new markets and expanding market share.

Unit 3: Consumer Behavior and Market Research

Consumer Buying Behavior: Understanding factors influencing consumer decisions.

Consumer Decision-Making Process: Analyzing the stages consumers go through when making purchases.

Market Research Process: Steps involved in planning, conducting, and interpreting market research.

Data Collection Methods: Exploring qualitative and quantitative research methods for data collection.

Unit 4: Marketing Ethics and Global Marketing

Marketing Ethics and Social Responsibility: Addressing ethical challenges and social responsibilities in marketing.

Global Marketing Strategies: Exploring opportunities and challenges in international markets.

Cultural Factors in Marketing: Understanding how culture influences consumer behavior and marketing strategies.

Emerging Trends in Marketing: Analyzing current trends like sustainability, technology, and social media in marketing.

Suggested Readings:

1. "Marketing Management" by Philip Kotler and Kevin Lane Keller.
2. "Marketing: An Introduction" by Gary Armstrong and Philip Kotler.
3. "Marketing Management: A South Asian Perspective" by Philip Kotler, Kevin Lane Keller, and others.
4. "Principles of Marketing" by Pradeep Kumar.
5. "Marketing Management" by S.A. Chunawalla and K.C. Sethia.
6. "Marketing Management" by Rajan Saxena.
7. "Marketing Management" by Arun Kumar and Meenakshi N.
8. "Marketing Management" by Ramaswamy V.S. and Namakumari S.

Integrated Marketing Communications

CO	Course Outcome
1	Explain the concept and significance of integrated marketing communications (IMC) in creating consistent brand messages.
2	Develop integrated communication plans that leverage various channels such as advertising, public relations, and digital media.
3	Design creative and compelling marketing messages that resonate with target audiences
4	Evaluate the effectiveness of IMC campaigns and strategies through data analysis and measurement metrics.

Unit 1: Introduction to Integrated Marketing Communications

IMC Fundamentals: Defining integrated marketing communications and its role in conveying a consistent message.

The IMC Process: Understanding the steps involved in creating and implementing an integrated campaign.

IMC Planning: Developing a comprehensive plan that integrates various communication channels.

IMC Budgeting and Measurement: Allocating resources and evaluating the effectiveness of IMC efforts.

Unit 2: Marketing Communication Mix

Advertising: Understanding different advertising methods and strategies.

Public Relations (PR): Managing public relations efforts and maintaining a positive corporate image.

Sales Promotion: Creating and implementing sales promotion strategies to boost sales.

Personal Selling: Developing effective personal selling techniques for direct customer interactions.

Unit 3: Creative Strategy and Media Planning

Creative Strategy Development: Crafting creative messages that resonate with target audiences.

Copywriting and Art Direction: Creating compelling visuals and content for marketing materials.

Media Planning Process: Selecting appropriate media channels to reach target audiences effectively.

Media Buying and Negotiation: Purchasing media space and time to optimize ad placement.

Unit 4: Digital Marketing Integration

Digital Marketing Landscape: Understanding the role of digital platforms in integrated marketing communications.

Social Media Marketing: Leveraging social media platforms for brand awareness and engagement.

Email Marketing: Designing and executing targeted email campaigns for customer engagement.

Content Marketing: Creating valuable content to attract and engage online audiences.

Suggested Readings:

1. "Advertising and Promotion : An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch.
2. "Integrated Marketing Communications : A Holistic Approach" by P. Ramanathan and N. S. Ramesh.
3. "Integrated Marketing Communication : Creative Strategy from Idea to Implementation" by Jerome M. Juska
4. "Integrated Marketing Communication : Text and Cases" by K. Sreejesh and Anusree Sreedharan
5. "Marketing Communications : Brands, Experiences and Participation" by Chris Fill and Sarah Turnbull
6. "Integrated Marketing Communication : Strategy and Implementation" by Tapan K. Panda
7. "Integrated Marketing Communications : Analysis and Planning" by Bonnie F. Reece and Claudia I. Fisher
8. "Integrated Marketing Communications : Strategic Planning Perspectives" by Keith J. Tuckwell
9. "Integrated Advertising, Promotion, and Value Communications" by Kenneth E. Clow and Donald E. Baack

MBA/203/MAR

Consumer Behaviour

CO	Course Outcome
1	Understand Psychological Influences: Students will grasp the psychological factors shaping consumer choices.
2	Analyze Decision-Making Processes: Students will dissect the consumer decision-making journey.
3	Apply Insights to Marketing: Students will apply consumer behavior insights for effective marketing strategies.
4	Address Ethical Concerns: Students will evaluate and address ethical issues in consumer behavior and marketing.

Unit 1: Understanding Consumer Behaviour

Introduction to Consumer Behavior - Definition and Scope, The Consumer Decision-Making Process, Factors Influencing Consumer Behavior

Psychological and Social Factors - Perception and Consumer Behavior, Motivation and Needs, Social and Cultural Influences

Learning and Memory - Consumer Learning, Memory and Recall, Consumer Attitudes

Unit 2: Consumer Research and Analysis

Market Research for Consumer Insights - Introduction to Market Research, Research Design and Methodology, Data Collection and Sampling

Data Analysis and Interpretation - Data Analysis Techniques, Qualitative vs. Quantitative Research, Research Ethics.

Segmentation and Targeting - Market Segmentation, Target Market Selection, Positioning and Differentiation

Unit 3: Consumer Decision-Making and Marketing Strategies

The Consumer Decision-Making Process - Problem Recognition, Information Search, Evaluation of Alternatives

The Role of Emotions and Influences - Emotional and Psychological Factors, Social Influences, Consumer Decision Heuristics

Marketing Strategies and Consumer Behavior - Consumer-Driven Marketing, Behavioral Economics and Nudging, Ethical Considerations

Unit 4: Consumer Behavior in the Digital Age

Online Consumer Behavior - Digital Consumer Journey, E-commerce and Mobile Commerce, Social Media and Influencer Marketing.

Consumer Privacy and Data Security - Privacy Concerns, Data-Driven Marketing, Online Reviews and Reputation Management

Future Trends and Consumer Behavior - Emerging Trends, Sustainability and Ethical Consumption, Predictive Analytics and Consumer Insights

Reference books:

1. Kotler, P., Keller, K. L., Horsnby, G. J., & Sood, R. (2017). Marketing management: A South Asian perspective (15th ed.). Pearson.
2. Sheth, J. N., & Mittal, B. (2014). Consumer behavior: A managerial perspective. Cengage Learning.
3. Ramaswamy, V. S., & Namakumari, S. (2007). Marketing management: Global perspectives. Macmillan India.
4. Gupta, S. (2013). Consumer behavior: A strategic approach. McGraw-Hill Education.
5. Dash, S. (2014). Consumer behavior in Indian perspective. Excel Books.
6. Chaturvedi, D., & Chaturvedi, A. (2016). Understanding consumer behavior. Pearson.
7. Dhar, U. (2016). Consumer behavior: Theory and practice. Cengage Learning India.

MBA/204/MAR

Business Marketing Operations

CO	Course Outcome
1	Explain the differences between business-to-business (B2B) and business-to-consumer (B2C) marketing strategies.
2	Analyze the purchasing behavior of business customers and the factors influencing their decisions.
3	Design effective business marketing communication strategies and promotional tactics.
4	Apply relationship marketing principles and key account management strategies to foster long-term B2B relationships.

Unit 1: B2B Marketing Fundamentals

Business Marketing Overview: Defining B2B marketing and its significance in the business landscape.

Differences between B2B and B2C Marketing: Understanding the unique aspects of business-to-business marketing.

Buying Process in B2B Markets: Analyzing the stages buyers go through in B2B purchasing decisions.

B2B Market Segmentation: Identifying and targeting specific segments within the business market.

Unit 2: Industrial Products and Services Marketing

Industrial Product Characteristics: Understanding the features of industrial products and their marketing implications.

Industrial Services Marketing: Strategies for marketing services to businesses, including logistics and consulting.

Supply Chain Management: Exploring efficient supply chain practices and their impact on business marketing.

E-procurement and E-marketplaces: Analyzing electronic procurement methods and online marketplaces.

Unit 3: Relationship Marketing and Key Account Management

Relationship Marketing Principles: Building and maintaining strong, long-term relationships with business customers.

Customer Value Proposition: Creating compelling value propositions for business clients.

Key Account Management Strategies: Managing important client relationships for mutual benefit.

Customer Retention and Loyalty: Strategies for retaining business customers and fostering loyalty.

Unit 4: Business Marketing Communication and Sales

Business Marketing Communication Channels: Exploring communication methods such as trade shows, industry publications, and online platforms.

Trade Promotion and Sales Promotion: Designing promotional strategies targeted at business clients.

Sales Techniques in B2B Context: Effective selling methods for business products and services.

Negotiation Skills in Business Marketing: Techniques for successful negotiations in B2B transactions.

Suggested Readings:

1. "Business Marketing Management: B2B" by Michael D. Hutt and Thomas W. Speh.
2. "Business-to-Business Marketing: Relationships, Networks and Strategies" by Nick Ellis.
3. "Business Marketing: Connecting Strategy, Relationships, and Learning" by F. Robert Dwyer and John F. Tanner Jr.
4. "Industrial Marketing: Text and Cases" by Shubhamoy Dey
5. "Business Marketing: Sales and Distribution Management" by K. Viswanathan.
6. "Business Marketing: Concepts and Cases" by S.S. Khanka.
7. "Business Marketing" by Piyush Sinha and Arvind Sahay.

MBA/205/MAR

Marketing Research

CO	Course Outcome
1	Understand the importance of marketing research in decision-making and business strategy formulation.
2	Demonstrate proficiency in designing research studies, including selecting appropriate methods and sampling techniques.
3	Analyze and interpret marketing data using descriptive and inferential statistical techniques.
4	Effectively communicate research findings and insights through well-structured reports and presentations.

Unit 1: Introduction to Marketing Research

Marketing Research Overview: Defining marketing research and its role in decision-making.

Research Design: Understanding different research design options and selecting the appropriate one.

Secondary Data Analysis: Using existing data sources to gather insights for research.

Exploratory Research: Conducting preliminary research to define research problems and hypotheses.

Unit 2: Data Collection and Sampling Methods

Data Collection Techniques: Exploring methods like surveys, interviews, observations, and focus groups.

Questionnaire Design: Creating effective and unbiased questionnaires for data collection.

Sampling Methods: Understanding random, stratified, and convenience sampling techniques.

Sampling Errors and Reliability: Analyzing the accuracy and reliability of research results.

Unit 3: Data Analysis and Interpretation

Data Cleaning and Preparation: Cleaning and organizing data for analysis.

Descriptive Statistics: Analyzing data using measures like mean, median, and standard deviation.

Inferential Statistics: Applying statistical tests to make inferences about populations.

Cross-tabulation and Chi-Square Tests: Analyzing relationships between categorical variables.

Unit 4: Market Research Reporting and Presentation

Research Report Structure: Organizing research findings into a clear and comprehensive report.

Data Visualization: Creating visual representations of data using charts and graphs.

Research Presentation Skills: Communicating research findings effectively to stakeholders.

Actionable Insights: Translating research results into actionable recommendations for decision-making.

Suggested Readings:

1. "Marketing Research: An Applied Orientation" by Naresh K. Malhotra.
2. "Marketing Research" by Aaker, Kumar, and Day.
3. "Essentials of Marketing Research" by Joseph F. Hair Jr., Mary Celsi, and Robert P. Bush.
4. "Marketing Research" by Rajendra Nargundkar.
5. "Marketing Research: Text and Cases" by G.C. Beri.
6. "Marketing Research: Theory and Practice" by S. Sreejesh and Sanjay Mohapatra.
7. "Marketing Research: Concepts, Practice and Cases" by A.V. Vedpuriswar.
8. "Marketing Research" by P. Gopalakrishnan and M. Saivadivel.
9. "Marketing Research: Text and Applications" by K. Sreejesh and Sangeetha Lakshmi.
10. "Marketing Research" by V. Kumar.

MBA/206/MAR

Retail Marketing and Distribution Management

CO	Course Outcome
1	students will comprehend core concepts in retail marketing, from market segmentation to retail strategies.
2	Master Distribution Strategies: Students will be skilled in designing and implementing effective distribution strategies for various retail formats.
3	Apply Visual Merchandising Techniques: Students will apply visual merchandising and assortment planning to enhance product presentation and boost sales.
4	Analyse Retail Trends: Students will critically assess emerging retail trends and develop strategies to remain competitive.

Unit 1: Introduction to Retail Marketing

The Retail Landscape - Definition of Retailing, Types of Retailers, Role of Retail in the Supply Chain.

Retailing Trends and Challenges - Retailing Trends, Challenges in Retailing, Impact of Technology

Retail Marketing Strategies - Retail Marketing Mix, Customer-Centric Retailing, Omni-channel Retailing.

Unit 2: Store Design and Visual Merchandising

Store Layout and Design - Retail Store Layout, Interior Design, Store Signage and Displays

Visual Merchandising Strategies - Visual Merchandising Fundamentals, Window Displays, In-store Displays.

Customer Experience in Retail - Customer Service and Interaction, Personalization and Customer Engagement, Managing Customer Feedback.

Unit 3: Inventory Management and Supply Chain

Inventory Management - Inventory Management Strategies, Just-in-Time (JIT) Inventory, ABC Analysis.

Supply Chain Coordination - Supply Chain Collaboration, Transportation and Logistics, Inventory Optimization.

Retail Pricing and Promotions - Retail Pricing Strategies, Sales Promotions and Discounts, Promotional Planning.

Unit 4: International Retailing and Future Trends

International Retailing - Global Expansion Strategies, Cultural Considerations, Legal and Regulatory Challenges

Emerging Retail Trends - Sustainability in Retail, AI and Automation in Retail, Retail Analytics.

Retail Business Ethics - Ethical Considerations, Consumer Privacy in Retail, Responsible Retailing.

Reference Books:

1. Levy, M., & Weitz, B. A. (2016). Retailing management (9th ed.). McGraw-Hill Education.
2. Berman, B., & Evans, J. R. (2020). Retail management: A strategic approach (14th ed.). Pearson.
3. Keegan, W. J., & Green, M. C. (2017). Global marketing (9th ed.). Pearson.
4. Rajagopal, (2016). Retail management: Principles and practices. Pearson.
5. Shankar, R., & Yadav, R. (2015). Retail management: A global perspective. Excel Books.
6. Dhingra, A., & Pillai, V. (2014). Retail management: Functional and strategic approaches. Pearson.
7. Dash, B., & Dash, N. (2014). Retail management: Text and cases. PHI Learning Pvt. Ltd.
8. Pradhan, S. (2016). Retail management: Functional principles and practices. Oxford University Press.

MBA/207/MAR

Business Communication

Course Outcomes: On successful completion of the course the learner will be able to

CO	COURSE OUTCOMES
1	Demonstrate students to verbal and non-verbal communication ability to solve workplace communication issues.
2	Create and deliver effective business presentations, using appropriate tools.
3	Draft effective business correspondence with brevity and clarity.
4	Develop the students for job market.

Unit-1

Significance of Verbal Communication- Need of Communication Skills for Managers, Channels ,forms and dimensions of communication, Non-Verbal communication, Principles of non-verbal communication - through clothes and body language, Barriers of communication and how to overcome barriers.

Unit-2

Presentation skills: Principles of Effective Presentations, Planning, Structure and Delivery, Presentation Style, Tools used to make Presentation impactful, Dynamics of group presentation and individual presentation. Just-a-Minute Presentation, Listening Skills, Negotiation Skill.

Unit-3

Do's and Don'ts of Business Writing: Business correspondence, Report Writing, Email Etiquette, Resume Writing. Meetings - Meeting and Boardroom Protocol - Guidelines for planning a meeting, Case Analysis.

Unit-4:

Interview Techniques- Essentials of placement interviews, web /video conferencing, telemeeting, Preparation for Interview, Group Discussions-Do's and Don'ts of GD, mock GD's on 2 topics.

Suggested Readings:

- 1) Business Communication for Managers, Payal Mehra, Pearson Education India; Second edition.
- 2) Business Communication, Asha Kaul, Prentice Hall India Learning Private Limited
- 3) Business Communication Today, Bovee C L et. al., Pearson Education
- 4) Business Communication, P.D. Chaturvedi, Pearson Education.
- 5) Business Communication, T N Chhabra, Bhanu Ranjan, Sun India
- 6) Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi
- 7) Objective English, Thorpe, E, and Thorpe, S, Pearson Education, New Delhi

MBA/208/MARC

Entrepreneurship

Course Outcomes: On successful completion of the course the learner will be able to

CO	COURSE OUTCOMES
1	Explore entrepreneurial path and acquaint them with the essential knowledge of starting new ventures.
2	Students will learn tools and techniques for generating, testing and developing innovative startup ideas into successful enterprise.

Unit I: Foundations of Entrepreneurship Development

Concept and Need of Entrepreneurship Development, Concepts of Entrepreneur, Intrapreneur/Corporate Entrepreneur comparative study, Entrepreneurship Career opportunities, Entrepreneurship as a style of management, The Entrepreneur's Role, Task and Personality, Entrepreneurship in emerging economies.

Unit II: Idea Generation

Definition of Innovation, Invention, Creativity, Identification of profitable pain points, Idea evaluation & validation methods, Opportunity recognition and entry strategies: New product, Franchising, Partial Momentum, Sponsorship and Acquisition, The Strategic Window of Opportunity: Scanning, Positioning and Analyzing.

Unit III: Business Planning Process

Types of Entrepreneurial Venture and the Entrepreneurial Organization, The business plan as an entrepreneurial tool, elements of Business Plan, Market Analysis, Development of product/idea, Critical risk contingencies of the proposal and its management Scheduling, Role of the following Govt. Agencies in the Entrepreneurship Development

Unit IV: Project Management and Role of Government

Technical, Financial, Marketing Personnel and Management feasibility Reports, Project financing: Debt, Venture Capital Funding, Angel Capitalist, Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc.

Suggested Readings:

1. Dynamics of Entrepreneurship Development – Vasant Desai.
2. Entrepreneurship: New Venture Creation – David H. Holt
3. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
4. Project management – K. Nagarajan.

5. Entrepreneurship: Strategies and Resources – Marc J. Dollinger
6. Innovation and Entrepreneurship – Peter F. Drucker
7. New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay,
M.S.Chhikara
8. Entrepreneurship and Small Business Management – Siropolis
9. The Entrepreneurial Connection - GurmeetNaroola
10. Corporate Entrepreneurship – Vijay Sathe
11. Make The Move: Demystifying Entrepreneurship – Ishan Gupta, RajatKhare