NATIONAL UNIVERSITY



Syllabus

Department of Marketing

One Year Master’s Course

Effective from the Session: 2013-2014

National University

Subject: Marketing

Syllabus for One-Year Master’s Course

Effective from the Session: 2013-2014

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| **Paper Code** | **Paper Title** | **Credits** |
| 312301 | Marketing Management | 4 |
| 312303 | Strategic Marketing | 4 |
| 312305 | Services Marketing | 4 |
| 312307 | Global Marketing | 4 |
| 312309 | Marketing for Non-Profit Organisations | 4 |
| 312311 | Business Marketing | 4 |
| 312313 | Advanced Marketing Research | 4 |
| 312314 | Term paper | 2 |
| 312316 | Viva-Voce | 2 |
|  | **Total =** | **32** |

**Detailed Syllabus**

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| **Paper Code : 312301** | **--------** | **Credits : 4** | **Class Hours : 120 hrs.** |
| **Paper Title :** | **Marketing Management** | | |

* 1. **Understanding Marketing Management:**
* Marketing in the 21st Century
* Building Customer Satisfaction, value and Retention
* Winning Markets: Market Oriented Strategic Planning

**2. Analysing Marketing Opportunities**

* Gathering Information and Measuring Market Demand.
* Scanning the Marketing Environment
* Analysing Consumer Markets & Buyer Behavior
* Analysing Business Markets & Business Buyer Behavior
* Dealing with the Competition
* Identifying Market Segments and Selecting Target Markets.

**3. Developing Marketing Strategies:**

* Positioning the Market Offering through the Product life Cycle
* Developing New Market Offerings

**4. Making Marketing Decision**

* Managing Product Lines & Brands
* Designing Pricing Strategies & Programs

**5. Managing and Delivering Marketing Programs.**

* Managing Marketing Channels
* Managing Retailing, Wholesaling and Market logistics
* Managing Direct & On-line Marketing

**Text Book:** Marketing Management; Philip Kotler, Millennium Edn,; Prentice- Hall Inc. of India Pvt Ltd, New Delhi.

**Reference Book:** Marketing Management, Philip Kotler & Kevin Lane, 13th edition, Prentice Hall Inc. 2012.

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| **Paper Code : 312303** | **--------** | **Credits : 4** | **Class Hours : 120 hrs.** |
| **Paper Title :** | **Strategic Marketing** | | |

**Introduction:** Basics of marketing – Foundations of Strategic Marketing Management. Market – Driven Strategy- Marketing orientation- Capabilities- Creating value for customers- Becoming market driven.

**Business and Market Strategies:** Corporate strategy – Business and Marketing Strategy – Marketing Strategy Process- Preparing the Marketing Plan.

**Market Targeting and Strategic Positioning:** Market targeting strategy- Targeting in different market environment- The positioning process- Determining positioning effectiveness.

**Relationship Strategies:** The Rationale for inter organizational relationship- Types of organizational relationship- Developing effective relationship between organizations- Global relationship organizations.

**Strategic Brand Management:** Product management issues- Analyzing Product Preference Strategies for Products brands - Strategic Brand Management Process.

**Pricing Strategy:** Strategic role of price- Analyzing the pricing – Selecting the pricing strategy- Determining specific prices and policies.

**Promotion, Advertising and Sales Promotion Strategies:** Promotion strategy- Advertising strategy-Sales Promotion strategy.

**Sales Force and Direct Marketing Strategies:** Developing and implementing sales force strategy- Direct marketing strategies.

**Marketing Strategies Implementation and Control:** The marketing plan-Implementing the plan- Strategic evaluation and control- Performance criteria and information needs- Performance assessment and action.

**Text Book:** David W Cravens and Nigel F. Pierce, Strategic Marketing, Latest Edition, Irwin McGraw- Hill, USA.

**Reference Book:** Tony Proctor, Strategic Morketing An Introduction, Rowtledge.

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| **Paper Code : 312305** | **--------** | **Credits : 4** | **Class Hours : 120 hrs.** |
| **Paper Title :** | **Services Marketing** | | |

**Introduction to Service:** What are services? – Why Service Marketing? – Service and Technology – Differences in Goods and Services Marketing- Service Marketing Mix-The Gaps Model of Service Quality.

**Consumer Behavior in Service:** Search Versus Experience Versus Credence Properties- Decision- Making Process- The Role of Culture in Service Marketing.

**Customer Expectations of Service:** Meaning and Types of Service Expectations- Factors that Influence customer Expectations of Service- A Model of Customer Service Expectations – Current Issues Involving Customer Service Expectation.

**Customer Perceptions of Service:** Customer Perceptions- Customer Satisfaction- Service Quality – Service Encounters- Strategies for Influencing Customer Perceptions.

**Building Customer Relationships:** Relationship Marketing – Relationship Value of Customers – Foundations for Relationship Strategies – The Customer is not Always Right- Customer Profitability Segments- Levels of Relationship Strategies.

**Service Recover:** The Impact of Service Failure and Recovery- How Customers Respond to Service Failures? – Why do (and Don’t) People Complain? When they Complain- What Do Customers Expect- Switching vs. Staging Following Service Recovery- Service Recovery Strategies – Service Guarantees.

**Service Development and Design:** Challenges of Service Design- Stages in New Service Development- Service Blueprinting- Quality Function Deployment- High-performance Service innovations.

**Employees’ Roles in Service Delivery:** The Critical Importance of Service Employees- Boundary – Spanning Roles – Strategies for closing Gap 3- Service Culture.

**Customers’ Role in Service Delivery:** The Importance of Customers in Service Delivery- Customers’ Roles- Self- service Technologies- Strategies for Enhancing Customer Participation.

**Delivering Service Through Intermediaries and Electronic Channels:** Service Intermediaries – Direct or Company- Owned Channels – Common Issues Involving Intermediaries- Key Intermediaries for Service Delivery – Strategies for Effective service Delivery through Intermediaries.

**Pricing of Service:** Three Key Ways Service Prices are Different for Consumers- Approaches to Pricing Services- Pricing Strategies that Link to the Four Value Definitions.

**Text Book:** Service Marketing: Integrating Customer Focus Across the Firm, Valaric A. Zeithmal and Mary Jo Bitner, McGraw Hill.

**Reference Book:** The Marketing of Services, Donald W. Cowell Heinemann Professional Publishing, Oxford.

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| **Paper Code : 312307** | **--------** | **Credits : 4** | **Class Hours : 120 hrs.** |
| **Paper Title :** | **Global Marketing** | | |

**An Overview:** Scope and Challenges of International Marketing.

**The Cultural Environment of Global Markets:** Cultural Dynamics in Assessing Global Markets, Business Customs in Global Marketing. The Political Environment, International Legal Environment.

**Assessing Global Market Opportunities:** Multinational Marketing Regions and Market Groups.

**Developing Global Marketing Strategies:** Global Marketing Management, Global Product Strategies, Marketing Industrial Product and Service, International Distribution Systems and Logistics, Global Promotion and Selling, Pricing for International Markets.

**Text Book:** W.J.Keegan, Global Marketing Management, 7th ed. Prentice Hall Inc.

**Reference Book:** Philip R. Cateora, International Marketing, Richard D. Irwin. Inc.

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| **Paper Code : 312309** | **--------** | **Credits : 4** | **Class Hours : 120 hrs.** |
| **Paper Title :** | **Marketing for Non-Profit Organizations** | | |

**Developing a Customer Orientation:** The Growth and Development of Nonprofit- Marketing – Developing a Customer Centered Mindset.

**Strategic Planning and Organization:** Strategic Marketing Planning – Understanding Target Audience Behavior- Acquiring and Using Marketing Information- Segmentation-Positioning – and Branding.

**Developing and Organizing Resources:** Generating Funds- Attraction Human Resources- Staff- Volunteer – and Boards- Working with the Private Sector- Organizing for Implementation- Planning and Budgeting the Marketing Mix.

**Designing the Marketing Mix:** Managing the Organization’s Offerings- Social Marketing- Developing and Lunching new Offerings – Managing Perceived Costs- Managing Public Media and Public Advocacy- Controlling Marketing Strategies.

**Text Book:** Strategic Marketing for Nonprofit Organizations: Alan R. Andreasen and Philip Kotler, Prentice-Hall Inc.

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| **Paper Code : 312311** | **--------** | **Credits : 4** | **Class Hours : 120 hrs.** |
| **Paper Title :** | **Business Marketing** | | |

**Introduction to Business Marketing:** The Importance of Business Marketing- How Business Marketing is Unique- Business Markets- The Entire System.

**The Character of Business Marketing:** The Magic of Markets- Beyond Market Coordination – Developing Relationships- A Model of Relationship Development- Safeguarding Relationships- Relationships in Larger Networks.

**The Purchasing Function:** The Importance of Purchasing – Purchasing Philosophy- Supplier Evaluation- Trends in Purchasing – Purchasing in Government- Ethics in Purchasing.

**Market Opportunities:** Current and Potential Customers. Finding Opportunities- Market Segmentation- Segment Criteria Market Assessment Tools.

**Marketing Strategy:** Why a Strategy? – Elements of Business Strategy- Developing Strategy- Understanding Competitive Pressures- Strategic Implications of the Five Competitive Forces- The Organizational Context for Competing- Organizational Learning and Memory.

**Developing and Managing Products:** What Do Customers Want? What is a Product?-Augmenting to Exceed Expectations- Managing Products- New Product Development- Success or Failure? Harvesting a Product.

**Business Marketing Channels :** Partnerships for Customer Service: What is the Marketing Channel? Types of Channel Intermediaries- Marketing Channel Design-Channel management: The Politics of Distribution- Relationship Forms in Channels.

**Pricing and Negotiating for Value:** The Principles and Principles of Price-Cutting to the Quick: The Scissors Factors of Price- The Nature of Competitive Markets- issues in Price Management- A Pricing System.

**Evaluating Marketing Efforts:** The Importance of Evaluating Marketing Efforts- Control Systems- Tools of Control – Using Control Systems.

**Customer Retention and Maximization:** Conquest and After marketing – The Nature of a Customer- Retention Probability and Customer Value- Customer Relationship Management – Building Relationships- Running Relationships- Strengthening Good Relationships.

**Text Book:** Business Marketing: F. Robert Dwyer and John F. Tanner (Third Edition), McGraw- Hill.

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| **Paper Code : 312313** | **--------** | **Credits : 4** | **Class Hours : 120 hrs.** |
| **Paper Title :** | **Advanced Marketing Research** | | |

**1.Field Work:** The Nature of Field Work- Field Work and Data Collection Process- Selecting Fields Workers- Training Fields Workers- Supervising Fields Workers – Validating Fields Work- and Evaluating Field Workers.

**2. Data Preparation:** The Data Preparation Process- Questionnaire Checking – Editing – Coding- Transcribing- Data Cleaning – Statistically Adjusting the Data- Selecting a Data Analysis Strategy.

**3.Analysis Frequency Distribustion, Cross Tabulation and Hypothesis Testing:** Statistics Associated with Frequency Distribution- Introduction to Hypothesis Testing – A General Procedure for Hypothesis Testing – Statistics Associated with Cross-tabulation- Cross- Tabulation in Practice- Hypothesis Testing Related to Differences- Parametric and Non-parametrc Tests.

**4. Analysis of Variance and Covariance:** Relationship among Techniques – One –Way Analysis of Variance (ANOVA) – Satistics Associated with One- Way ANOVA- Conducting One-Way ANOVA- Illustrative Applications of One-Way ANOVA- Assumptions in ANOVA-Analysis of Covariance ANCOVA- Issues in Interpretation- Repeated Measures ANOVA- Nonmetric- Analysis of Variance- Multivariate Analysis of Variance.

**5. Correlation and Regression:** Product Moment Correlation- Partial Correlation- Nonmetric Correlation- Regression Analysis- Bivariate Regression.

**6. Introduction to Multivariate Analysis:** Multiple Regression- Discriminant Analysis- Factor Analysis- Cluster Analysis- Multidimensional Scaling and Conjoint Analysis.

**7. Report Preparation and Presentation:** Importance of the Report and Presentation- The Report Preparation and Presentation Process- Oral Presentation- Reading the Research Report- Research Follow-up.

**Text Book:** Marketing Research, Naresh K. Malhotra, Prentice Hall Inc.New York.

**Reference**

**Book:** Marketing Research, David A. AAKER, V. Kumar, George s. Day, Weily Student Edition

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| **Paper Code :** 312314 |  | **Credits : 2** |  |
| **Paper Title :** | **Term paper** | | |

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| **Paper Code :** 312316 |  | **Credits : 2** |  |
| **Paper Title :** | **Viva-Voce** | | |