



UNIVERSITY OF CALICUT

Abstract

General and Academic Branch - Faculty of Commerce & Management Studies - B A Advertising and Sales Management Programme (Dual Core) under CBCSS UG Regulations 2019 with effect from 2020 Admn on wards - Syllabus of Sales Management Part - Approved by the Academic Council - Implemented - Orders issued.

G & A - IV - E

U.O.No. 8884/2022/Admn

Dated, Calicut University.P.O, 21.04.2022

*Read:-*1. U.O. No18472. /2021/Admn Dated 22.11. 2021.

2. Minutes of the meeting of BoS, Management Studies UG dt.05.02.2022 (item No.1).
3. Minutes of Faculty of Commerce & Management Studies dt.16.02.2022 (item No:4).
4. Item No.II F in the minutes of the LXXXIII meeting of Academic Council, held on 30.03.2022.
5. Orders of the Vice-chancellor in the file No.220365/GA-IV-E1/2019/admn dated. 07.04.2022.

ORDER

1. The Scheme and Syllabus of Sales Management part of First and Second Semester B A Advertising and Sales Management Programme (Dual Core) under CBCSS UG Regulations 2019 with effect from 2020 admission was implemented vide paper read (1) above.
2. The Board of Studies in Management Studies (UG) at its meeting held on 05.02.2022, approved the Syllabus of Sales Management part of BA Advertising and Sales Management (Dual Programme), vide paper read (2) above, and the resolution of the Board of Studies was approved by the Faculty of Commerce & Management Studies, vide paper read (3) above.
3. The Minutes of the meeting of the Faculty of Commerce and Management Studies (UG) has been approved by the LXXXIII meeting of Academic Council, vide paper read (4) above, and the Vice Chancellor has ordered to implement the same, vide paper read (5) above.
4. The scheme and syllabus of Sales Management part of B A Advertising and Sales Management (Dual Programme) Programme under CBCSS UG Regulations 2019 is therefore implemented with effect from 2020 Admission onwards.
5. Orders are issued accordingly. (Syllabus appended).

Arsad M

Assistant Registrar

To

1. The Principals of all Affiliated Colleges
2. The Controller of Examinations
3. The Director, School of Distance Education

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Section Officer

BOARD OF STUDIES (UG) IN MANAGEMENT

Syllabus for

SALES MANAGEMENT

Part of the dual core

BA ADVERTISING AND SALES MANAGEMENT

as per CBCSSUG Regulations 2019

(2020 Admission onwards)

BA ADVERTISING AND SALES MANAGEMENT (Dual Core)

1. TITLE OF THE PROGRAMME:

Bachelor of Arts in Human Resources Management

2. DURATION OF THE PROGRAMME:

Six Semesters spread over three academic years

3. MEDIUM OF INSTRUCTION: English

4. ELIGIBILITY FOR ADMISSION:

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Calicut University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 45% marks in aggregate is eligible for admission, However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

GENERAL SCHEME OF THE PROGRAMME
B A ADVERTISING AND SALES MANAGMENT

Sl. No.	Course	No. of Courses	Credits
1	Common Courses (English)	6	22
2	Common Courses (Additional Language)	4	16
3	Dual Core Courses (Advertising)	9	38
4	Dual Core Course (Sales Management)	10	38
5	Project (Linked to any of the Core Courses)	1	3
6	Open Courses	1	3
	Total		120
	Audit Course	4	16
	Extra Credit Course	1	4
	Total		140

**SCHEME FOR B A ADVERTISING AND SALES MANAGEMENT– Scheme
offered by the Management (U.G.) Board.**

SEMESTER I

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Common	A01 English	4	3	15	60	75
Common	A02 English	5	3	15	60	75
Common	A07(1) Language other than English	4	4	20	80	100
Core	ASM1M01 Basics of Management	6	4	20	80	100
Core	(Journalism)	6	4	20	80	100

SEMESTER II

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Common	A03 English	4	4	20	80	100
Common	A04 English	5	4	20	80	100
Common	A08 (1)Language other than English	4	4	20	80	100
Core	ASM 2 M02 Marketing Management	6	4	20	80	100
Core	(Journalism)	6	4	20	80	100

SEMESTER III

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Common	A05 English	5	4	20	80	100
Common	A09 Language other than English	5	4	20	80	100
Core	ASM 3 M03 Advertising	5	4	20	80	100
Core	(Journalism)	5	5	20	80	100
Core	(Journalism)	5	4	20	80	100

SEMESTER IV

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Common	A06 English	5	4	20	80	100
Common	A10 Language other than English	5	4	20	80	100
Core	ASM 4 M04 Brand Management	5	4	20	80	100
Core	ASM 4 M05 Consumer Behaviour	5	4	20	80	100
Core	(Journalism)	5	4	20	80	100

SEMESTER V

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Core	ASM5 M06 Digital Marketing	5	4	20	80	100
Core	ASM5 M07 Service Marketing	5	4	20	80	100
Core	ASM 5 M08 Business Research Methods	4	3	15	60	75
Core	(Journalism)	5	4	20	80	100
Core	(Journalism)	6	5	20	80	100
	ASM5D01 Open Course	3	3	15	60	75

SEMESTER VI

Course	Title	Contact Hours	Credits	Internal	External	Total Marks
Core	ASM6 M09 Sales Promotion	5	4	20	80	100
Core	ASM6 M10 Computer Application in Sales and Marketing	5	3	15	60	75
Core	(Journalism)	5	4	20	80	100
Core	(Journalism)	5	4	20	80	100
Core	(PR) Three weeks Project and Viva Voce	5	3	15	60	75

Open Courses : Students from *other disciplines* can choose any one of the following courses in the Fifth semester

1. Digital Marketing
2. Personal Selling and Salesmanship

Project and Viva Voce

As per CBCSS-UG 2019, the project shall be chosen by the student from any of the core subject (either from Advertising or from Sales Management) in accordance with the regulation, subject to the condition that the number of students should not be less than 40% in each of the two core subjects. Every student of a UG degree programme shall have to work under the supervision of a faculty member on a project of 3 credits relevant to the areas of marketing, sales management, and advertising. Evaluation is based on a dissertation (approximately 25-40 pages typescript in standard dissertation format).

Ability Enhancement course/ Audit course

Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits are given below.

Course with credit	Semester
Environment Studies – 4	1
Disaster Management - 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

*** Colleges can opt any one of the courses.**

Syllabus
First Semester -
ASM1M01 BASICS OF MANAGEMENT

Course Outcomes:

Upon completion of the course, students will be able:

1. To have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management
2. To understand the planning process in the organization
3. To understand the concept of organization
4. To demonstrate the ability to directing ,leadership and communicate effectively
5. To analysis isolate issues and formulate best control methods

Module I: Definition of Management – Characteristics, Features, Scope, Nature & Importance of Management- Management as Science, Art & Profession – Manager Vs Entrepreneur – Types of Managers -Managerial Roles and Skills – Evolution of Management –Schools of Management Thought-Organization Culture and Environment – Current Trends and Issues in Management. (15 hours)

Module II: Functions of Management-Planning-Definition-Nature and Purpose of Planning – Planning Process – Types of Planning –Elements of Planning -Objectives – Policies – Procedures-Rules-Strategies-Programmes-Budgets-Planning Premises– Planning Tools and Techniques – Decision Making Steps and Process. (15 hours)

Module III: Organising-Nature and Purpose –Principles of Organizing-Importance-Nature- Formal and Informal Organization – Organization Chart – Organization Structure – Types –Line- Line and staff – Functional- Delegation of Authority – Centralization and Decentralization – Staffing-Job Design – Human Resource Management – HR Planning, Recruitment, Selection, Training and Development, Performance Management, Career Planning and Management.(20 hours)

Module IV: Directing & Coordinating- Nature and Purpose-Principles of Direction-Importance-Supervision-Co-ordination- Principles of Co-ordination-Process of Co-ordination- Foundations of Individual and Group Behaviour – Motivation – Motivation Theories – Motivational Techniques – Job Satisfaction – Job Enrichment – Leadership – Types and Theories of Leadership –Communication – Process of Communication – Barrier in communication – Effective Communication –Communication and IT. (20 hours)

Module V: Controlling- Features-Importance-Objectives-Steps -Types-Control Techniques-Budgetary Control-Cost Control-Financial Control-Cost Accounting-Break Even Analysis- Standard Costing-Modern Methods- use of computers and IT in Management control – Productivity Problems and Management – Control and Performance – Direct and Preventive Control – Reporting. (15 hours)

Reference Books:

1. Gupta. CB; Business management, Sultan Chand & sons
2. Koontz, H and Wechrick, H: Management, McGraw Hill Inc, New York.
3. Prasad. LM; Principles and Practice of Management; Sultan Chand & sons
4. Stoner. AF and Freeman RE; Management; Prentice Hall of India
5. Drucker, Peter, F., Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
6. R.S Davar; Management Process
7. Rustum & Davan, Principles and Practice of Management.
8. Srinivasan & Chunawalla, Management Principles and Practice.
9. S. V. S. Murthy. Essentials of Management.
10. Stoner, Freeman & Gilbert, Jr.: Management, Prentice Hall of India Private Limited, New Delhi.

Second Semester

ASM 2 M02 MARKETING MANAGEMENT

Course Outcomes - On successful completion of the course the students shall be able to:

1. Describe the basic concepts of marketing.
2. Apply the concepts of Product Mix in Marketing Decision Making
3. Identify the appropriate pricing strategy for a given marketing situation
4. Analyze the market based on segmentation, targeting and positioning

Module I: Marketing: Concept- Nature-Functions & Importance- Selling v/s Marketing-Marketing Environment (Micro & Macro)- Marketing Environment- Ethical & Social Responsibilities of Marketing. (10 hours)

Module II: Market Segmentation- Concept- Importance and Basis- Target Market Selection-Market Positioning- Concept & Importance-Market Repositioning-Product Differentiation v/s Market Segmentation- Contemporary issues in Marketing Consumer Behaviour & its Characteristics-Factors Influencing the Consumer Behaviour-Consumer Buying Process-Buying Motives-Consumer Markets in India. (15 hours)

Module III: Marketing Management: Concept-Philosophy & Process-Marketing Mix-Definition- Importance & Factors Determining Marketing Mix- Meaning & Nature of Product-Concept of Product Mix- Product Planning and New Product Development-Product Life Cycle-Product Packaging-Definition-Functions and Requisites of Good Packaging- Labelling. (20 hours)

Module IV: Pricing: Concept- Objectives & Factors Affecting Price of a Product-Pricing Policies and Strategies- Types of Pricing Decisions- Pricing Methods - Place: Concept-Objectives & Importance of Channels of Distribution of Consumer Goods-Types of Channels of Distribution-Factors Affecting Choice of Distribution Channels. (20 hours)

Module V: Promotion: Meaning- Nature & Importance- Tools of Promotion-Concept of Promotion Mix and Factors Affecting Promotion Mix-Emerging Trends in marketing . (10 hours)

Reference Books:

1. Philip Kotler, Kevin Lane Keller, "Marketing Management" (15e), Pearson India Education Services Pvt Ltd
2. V S Ramaswamy & S Namakumari, "Marketing Management" (Latest Edition)- McGraw Hill Education (India) Private Limited, New Delhi
3. S.A. Sherlekar, "Marketing Management-Concepts and Cases", Himalaya Publishing House Pvt Ltd
4. William J Stanton, "Fundamentals of Marketing", McGraw Hill Publishing Co, New York
5. Lamb. Hair, McDaniel, —Marketing", Cengage Learning Inc USA.
6. Rayport, Jeffrey F and Jaworski. Bernard J, "Introduction to E-Commerce", Tata McGraw Hill,

Third Semester

ASM 3 M03 ADVERTISING

Learning Outcomes:

1. Understand the field of Advertising
2. Comprehend opportunities and challenges in Advertising sector
3. Prepare a primary advertising model
4. Understand applying of related skills
5. Examine the scope for making advertising a future career

Module I: Definition, Nature and Evolution of Advertising, Functions, Role and Importance of Advertising Criticisms against Advertising, Economic, Social & Legal aspects of Advertising, Place of Advertising in Marketing Mix, Role of Advertising in the National Economy. (10 hours)

Module II: Types of Advertising, Commercial, Non-commercial, Primary Demand and Selective Demand, Classified and Display Advertising, Comparative Advertising, Co-operative Advertising (10 hours)

Module III: Advertising message, Preparing an Affective Advertising Copy, Elements of a Print Copy, Headlines illustration, Body Copy, Slogan, Logo, Seal, Role of Color, Elements of Broadcast Copy, Advertising Budget, Objectives, Importance of Budgeting Preparation and Methods of preparing Advertising Budget, Advertising Agency, Role, Functions, and Importance. (20 hours)

Module IV: Advertising Media, Different Types of Media, Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Electronic Media (Radio, Television, Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media), Characteristics, Merits & Demerits of above Media, Selection of Media and its Vehicles, Factors influencing the choice of Media, Media Scenes in India, Media Scheduling, Media Planning. (20 hours)

Module V: Advertising Effectiveness, Evaluation of Advertising Effectiveness, Importance and Difficulties, Methods of Measuring Advertising Effectiveness, Pre-testing and Post testing, Regulation of Advertising in India. (15 hours)

References

1. Belch, G. E., M. A. Belch and Purani K. (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education.
2. Gupta, Ruchi (2018), Advertising, Scholar Tech Press.
3. Sharma, Kavita (2018), Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd
4. Kapoor, Neeru (2008), Advertising and Personal Selling, Pinnacle.
5. Shah, Kruti and A. D' Souza (2008) Advertising and Promotions: An IMC Perspective, McGraw Hill Education.
- 6.

Fourth Semester

ASM 4 M04 BRAND MANAGEMENT

Learning Outcomes:

1. Demonstrate knowledge of the nature and processes of branding and brand management.
2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas.
3. Appraise the key issues in managing a brand performance.
4. Formulate and justify brand development decisions

Module I: Introduction to Brands and Brand Management, Concept of a Brand, Functions of Brand, Significance of Brands, Different Types of Brands, Brand Evolution, Branding Challenges and Opportunities, Strategic Brand Management Process. (15 hours)

Module II: Identifying and Establishing Brand Positioning and Values, Brand Building, Brand Positioning and Values Brand Repositioning. Designing and Implementing Brand Strategies, Brand Extension. Brand Hierarchy, Brand Equity, Brand Personality, Brand Image, Managing Brands Overtime. (20 hours)

Module III: Brand Communications-Brand Image Building, Brand Loyalty Programmes, Brand Promotion Methods, Role of Brand Ambassadors, Celebrities, Online Brand Promotions. (10 hours)

Module IV: Brand Extension- Brand Adoption Practices, Different Type of Brand Extension, Factors influencing Decision for Extension, Re-branding, and Re-launching. (10 hours)

Module V: Brand Performance-Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities. (15 hours)

References

1. Anand, H., Darwin's Brands, Adopting for Success, Sage Publications India Pvt. Ltd., New Delhi, 2012.
2. Clifton, R. and Simmons, J., Brands and Branding, Profile Books Ltd., UK, 2009.
3. Kapoor, Neeru. Advertising and Brand Management. Pinnacle learning.
4. Lepla, Joseph F. and Parker, Lynn M., Integrated Branding, Kogan Page, UK, 2002.
5. Moorthi, Y.L.R., Brand Management: The Indian Context, Vikas Publishing House, Delhi, 2009.
6. Keller, Kevin L., Strategic Brand Management Building, Measuring, and Managing Brand Equity, 4th Edition, Prentice Hall Financial Times, 2013.
7. Lepla, Joseph F. and Parker, Lynn M., Integrated Branding, Kogan Page, UK, 2002.

Fourth Semester

ASM 4 M05 CONSUMER BEHAVIOUR

Learning Outcomes:

1. Identify the major influences in consumer behaviour
2. Distinguish between different consumer behaviour influences and their relationships
3. Establish the relevance of consumer behaviour theories and concepts to marketing decisions
4. Recognise the importance of perception and attitude in marketing actions on consumer behaviour

Module I: Introduction to Consumer Behaviour- Concept, Definition, Internal & External Determinants of Consumer Behaviour, Factors Affecting Consumer Behaviour, Application of Marketing Segmentation in Consumer Behaviour, VLS Model. (15 hours)

Module II: Determinants of Consumer Behaviour: -a) Consumer as an individual – Needs and Wants, Maslow's Hierarchy of Needs, Motivation –Definition and Process, Motivation and Consumer Behaviour, Perception – Marketers Concern, Perceptual Risks, Learning -Definition, Changing Attitudes, How Marketers influence Attitudes.
b) Consumers in their Social & Cultural Settings, Reference Groups & Opinion Leader, Family, Meaning of Family & its Importance and Role in marketing decision, Family Lifecycle, Social Class Concept, Characteristics and Influence, Concept, Importance of Cultures, Sub-cultures, Cross Cultural Consumers Behaviour, Introduction Social Class Categorization, Social Class Lifestyle and Buying Behaviour, (20 hours)

Module III: Perception and Consumer Behaviour: - Introduction, Meaning, Nature, Importance and Limitation of Perception, Barriers to Accurate Perception, Sensation, Perception of Values, Perception of Process, Introduction of Groups, Advantages and Disadvantage of Groups, Reference Group, Types of Reference Group, Social Class and Consumer Behaviour (15 hours)

Module IV: Attitude and Consumer Behaviour: - Meaning of Attitude, Nature and Characteristics of Attitude, Types of Attitude, Learning of Attitude, Sources of influence on Attitude Formation, Model of Attitude- Tricomponent Attitude Model, Multi Attribute Attitude Model (15 hour)

Module V: Consumer's Decision-Making Process, Introduction, Levels of Consumer Decision, Steps in Decision Making Process, Types of Decisions – RPS, LPS, EPS, Types of Decision Behaviour, Models of Consumer Behaviour- Economic Model, Learning Model, Sociological Model, Howard Sheth Model, Hierarchy of Effects Model, EKB Model. (15 hours)

References

1. Marketing Research: Text & Cases by Loudon, Jaico Publication
2. Marketing Research: S.L. Gupta, Excel Books
3. Marketing Research: M.V. Kulkarni, EPH
4. Marketing Research: G.C.Beri, TMH
5. Consumer Behaviour: Schiffman, Kanuk & Kumar, Pearson
6. Consumer Behaviour: S K Batra & S Kazmi, Excel Books
7. Consumer Behaviour: Hawkis, Bert, Coney, TMH
8. Consumer Behaviour and Managerial Decision Making – Kardes; PHI
9. Consumer Behaviour & Advertising Management – Datta & Datta; Vrinda

Fifth Semester

ASM5 M06 DIGITAL MARKETING

Learning Outcomes:

1. Understand the impact of technology on the traditional marketing mix.
2. Understand how they can use digital marketing to increase sales and grow their business
3. Understand the basics of the digital marketing tool kit
4. Become familiar with the elements of the digital marketing plan
5. Understand how to reach your online target market and develop basic digital marketing objectives

MODULE I: Introduction to Digital Marketing, Evolution of Digital Marketing, Difference between Traditional Marketing and Digital Marketing, Emergence of Digital Marketing as a Tool, Drivers of the New Marketing Environment, Digital Marketing Strategy, P.O.E.M. Framework, Digital Landscape, Digital Marketing Plan, Digital Marketing Models (15 hours)

MODULE II: Internet Marketing and Digital Marketing Mix –Internet Marketing, opportunities and challenges; Digital marketing framework; Digital Marketing Mix, Impact of Digital Channels on IMC- Search Engine Advertising: -Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report

Generation, Display marketing -Types of Display Ads-Buying Models, Programmable Digital Marketing, Analytical Tools, YouTube Marketing (15 hours)

MODULE III: Social Media Marketing –Role of Influencer Marketing, Tools & Plan– Introduction to Social Media Platforms, Penetration & Characteristics; Building a Successful Social Media Marketing Strategy, Facebook Marketing: -Business through Facebook Marketing, Creating Advertising Campaigns, Adverts, Facebook Marketing Tools, LinkedIn Marketing: -Introduction and Importance of LinkedIn Marketing, Framing LinkedIn Strategy, Lead Generation through LinkedIn, Content Strategy, Analytics and Targeting. (20 hours)

MODULE IV: Twitter Marketing:-Introduction to Twitter Marketing, How Twitter Marketing is different than other forms of Digital Marketing, Framing Content Strategy, Twitter Advertising Campaigns, Instagram and Snapchat- Digital Marketing Strategies through Instagram and Snapchat, Mobile Marketing:-Mobile Advertising, Forms of Mobile Marketing, Features, Mobile Campaign Development, Mobile Advertising Analytics.(20 hours)

MODULE V: Introduction to SEO, SEM, Web Analytics, Introduction and Need for SEO, How to use Internet & Search Engines, Search Engine and its Working Pattern, On-page and off-page optimization, SEO Tactics-Introduction to SEM ,Web Analytics:- Google Analytics & Google Ad Words- Data Collection for Web Analytics, Multichannel Attribution, Universal Analytics, Tracking Code, Trends in Digital Advertising. (15 hours)

References

1. Digital Marketing : Seema Gupta ,McGraw Hill; Second edition (6 August 2020); McGraw Hill Education (India) Private Limited,
2. Fundamentals of Digital Marketing: Puneet Bhatia , Pearson Education; second edition,
3. Digital Marketing: Strategy & Tactics Paperback : Jeremy Kagan & Siddharth Shekhar Singh , Wiley India Pvt Ltd.
4. Digital Marketing : Vandana Ahuja, Oxford University Press.
5. Social Media & Mobile Marketing Paperback : Puneet Singh Bhatia, Wiley India Pvt Ltd.

Fifth Semester

ASM5 M07 SERVICE MARKETING

Learning Outcomes:

1. Defines the basic concepts related to service marketing.

2. Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.
3. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.
4. Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems

MODULE I: Nature & Scope: Concept of Services, Importance, Characteristics of Services, Classifications of Services, Goods vs. Services, Goods & Services Marketing, Environment of Service Marketing (Micro as well as Macro), Emergence & Reasons for Growth of Service Sector in India, Factors responsible for Growth of Services sector, Challenges faced by the Services Sector, Service and Technology, Impact of Technology on Service Firms, Emerging Service Sectors in India.(20 hours)

MODULE II: Understanding Customers- Concept of CRM, Relationship Marketing, Evaluation of Customer Relationships, Benefits of Customer Relationship, Levels of Retention Strategies, Market Segmentation-Basis & Targeting, Positioning in Services, Customer perception of Services-Factors that influence Customer Perception of Service, Service Encounters, Customer Satisfaction, Strategies for influencing Customer Perception.(15 hours)

MODULE III: Product, Product Differentiation, Product Levels, Pricing of Services-Pricing Concepts, Pricing Strategies for Services, Use of Differential Pricing, Place-Service Distribution, Components of Service Delivery System, Potential Management, Problems associated with Services Delivery, Managing Service Operations- Service Process, Service Blueprinting, Managing Demand and Supply, Participants in Services. (20 hours)

MODULE IV: Promotion- Advertising, Sales Promotion & Personal Selling in Service Industry. People- Importance of people in Service Marketing, Physical Evidence-concept of Physical Evidence, Importance, Types of Physical Evidence in various Services ,Process-Concept, Types of Process, Role of Process in various Services. (15 hours)

MODULE V:Service Models- Service Quality Gap Model, Gronross Model of Service Quality (Internal Marketing, External Marketing and Interactive Marketing), Challenges in Marketing of Services, Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry, Service Quality, Gaps Model of Service Quality-Customer Gap, Provider Gap and Closing Gap. (15 hours)

References

1. Services Marketing: Concepts, Strategies and Cases : K. Douglas Hoffman & John E.G. Bateson , Cengage India Private Limited; Fifth edition.
2. Services Marketing : Venugopal & Raghu , Himalaya Publishing House; First Edition .

3. Services Marketing: People, Technology, Strategy (Ninth Edition): Jochen Wirtz and Christopher Lovelock, World Scientific Publishing Co Inc (USA).
4. Services Marketing: Text and Cases : Vinnie Jauhari & Kirti Dutta, Oxford University Press; Second edition.

Fifth Semester

ASM 5 M08 BUSINESS RESEARCH METHODS

Learning Outcomes:

1. Understand and develop insights and knowledge base of various concepts in Research.
2. Develop skills for conducting business research

Module I : Business Research:Meaning and Definition - Features of Business Research – Phases of

Business Research .Theory Building -Induction and Deduction Theory - Concept - Operational Definition - Variable – Proposition. Hypothesis – Types of Hypothesis. Types of Business Research: Basic and Applied – Exploratory - Descriptive and Causal. (10 Hours)

Module II : Research Design:Research Design - Research Problem Identification – Identifying Research Gap – Setting Of Objectives And Hypotheses – Identifying The Variables - Dependent -Independent And Intervening Variables – Sampling Plan – Sample Size – Sampling Methods –Steps In Developing A Research Design. (15Hours)

Module III : Data and Method of Research:Typesof Data – Primary Data: Meaning – Sources. SecondaryData- Meaning - Sources of Secondary Data- Limitation of Secondary Data. Exploratory Research: Objectives - Methods - Experience Survey - Secondary Data Analysis - Case Study - Pilot Study by Focus Group Interview. Method of Primary Data Collection: Survey- Types of SurveyMeasurement and Scaling: Nominal - Ordinal – Interval and Ratio Scale – Criteria for Good Measurement – Reliability and Validity. Survey Instrument: Questionnaire and Schedule- Essentials of a Good Survey Instrument. (15Hours)

Module IV : Data Processing and Analysis: Processing Stages - Editing - Coding and Data Entry – Descriptive Analysis under Different Types of Measurements - Percentages - Frequency Table -Contingency Table - Graphs - Measures of Central Tendency ,dispersion and Index Number -Interpretation. (10 Hours)

Module V : Report Writing and Presentation: Research Report - Types of Reports – Content of Report – Style of Reporting – Steps in Drafting Reports – Qualities of a Good Report –Documentation – Citation – Footnotes – References – Bibliography – APA and MLA – Formats in Writing References and Bibliography.
(14 Hours)

Reference:

1. Donald R.CooperAndPamela S, Schindler: Business Research Methods. Latest Edition, Irwin Mcgraw- Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Raeside, David White: Research Methods for Graduate Business and Social Science Students, Response Books. New Delhi.
3. Kothari C. R., Research Methodology: Methods And Techniques, New Age International Publishers,New Delhi.
4. Neresh K. Malhotra: Marketing Research, Latest Edition. Pearson Education.
5. William G. Zikmund, Business Research Methods, Thomson.
6. Wilkinson T.S. and Bhandarkar P.L, Methodology and Techniques of Social Research, Himalaya Publishers.
7. John W. Best And James V. Khan, Research in Education.
8. Singh A. K., Tests, Measurements and Research Methods In Behavioral Scienc,Bharathi Bhavan Publishers
9. Srivastava , T N and Shailaja Rego,Business Research methodology Mcgraw- Hill
10. Alan Bryman ,Social Research Methods , Oxford University Press.

Sixth Semester

ASM6 M09 SALES PROMOTION

Learning Outcomes:

1. Explain use of sales promotion as a marketing tool.
2. Describe advertising and sales promotional appeals.
3. Understand the process of developing sales promotion programme.

MODULE I: Nature and Importance of Sales Promotion, Its role in Marketing, Forms of Sales Promotion: Consumer-Oriented Sales Promotion, Trade-Oriented Sales Promotion and Sales-Force Oriented Sales Promotion (10 hours)

MODULE II: Major tools of Sales Promotion: Samples, Point-of-Purchase Sales Promotion, Displays and Demonstrations, Exhibitions and Fashion Shows, Sales Contests and Games of Chance or Skill, Lotteries, Gifts Offers, Premium and Free Goods, Price Packs, Rebates, Patronage Rewards, Conventions, Conferences and Trade Shows.(15 hours)

MODULE III: Developing Sales Promotion Programme, Pre-testing Implementing, Evaluation of Results and Making necessary Modifications, Designing of sales promotion campaign Involvement of Salesmen and Dealers , Out sourcing Sales Promotion National and International Promotion Strategies, Integrated Promotion, Coordination within the various promotion techniques , Online Sales Promotions.(20 hours)

MODULE IV :Sales Promotion Strategies- Sales Promotion and Product Life Cycle, Cross Promotion, Surrogate Selling, Bait and Switch Advertising, Ethical and Legal aspects of Sales Promotion. (10 hours)

References

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.
2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998.
3. Julian Cummings, Sales Promotion, Kogan Page, London 1998.
4. E. Betch and Michael, Advertising and Promotion, McGraw Hill, 200
5. Jaishri Jefhwaney, Advertising Management, Oxford, 2008

Sixth Semester

ASM6 M10 COMPUTER APPLICATION IN SALES AND MARKETING

Learning Outcomes:

1. Understand the concepts of e-business, e-marketing and e-CRM
2. Explain the application of computing technologies in the field of marketing and sales.
3. Describe the various e-security tools and e-commerce laws in force to facilitate safe and secure e-commerce transactions.

Module-I: Basic concepts of Market, Selling, and Marketing. Definition of E-Business: E-Business: Meaning, significance – Opportunities and Risks– E-Business Models: B2B: Meaning and implementation, B2C: Meaning and implementation, B2G: Meaning and implementation, C2G: Meaning and implementation and C2B: Meaning and implementation – Advantages and Limitations – Mobile Commerce: Meaning, Framework and Models – E- Business Trade: Bookshops, grocery, software, newspaper, banking auction, share dealing. (20 hours)

Module-II: E-Business Infrastructure: Internet: Meaning, Issues, Problems and Prospects, ISP –Intranets: Trends, Growth and Applications – Extranet: Applications, VPN – EDI: Definitions and Benefits – Technology and Implementation - Portals. (10 hours)

Module-III: E-Business Applications: E-Business Strategy: Definition, Objectives, Analysis and Implementation - E-Marketing: Meaning, Areas, Planning, Strategy and implementation –Internet Advertising - E-CRM: Meaning, Technology for CRM and application – E Procurement: Meaning, Drivers, Risks and implementation – E-SCM: Meaning, Focus and implementation – E-Payment Systems: Meaning, Pre and Post paid payments systems – E Cash.(15 hours)

Module-IV: E-Security - Security Meaning, Attacking methods, SET and SSL, Hacking Security Tools: Cryptology and Encryption – Password – Authentication: Keys and Kerberos –Digital Signatures – Security Protocols – Firewall Security – E- Commerce Law: Information Technology Act, 2000 – Government Policy and Recommendations.(15 hours)

Module-V: E-Business Web Technologies: Web site meaning – Types – Planning and Organizing –Web page Designing, Essentials in designing good web site – Web page development tools – Testing and evaluating web site – Creating Web site using MS Front Page: Using Wizard – Viewing and closing web sites – HTML: Basics, Syntax, HTML Editors – Multimedia: Graphics, web image formats, VRML.(15 hours)

References

1. E-Commerce : Dr. Shivani Arora, Taxmann Publications Private Limited.
2. E-Business and E-Commerce Management: Strategy, Implementation and Practice : Chaffey , Pearson Education India.
3. The Impact of E-Marketing on E-Buyer Behaviour : Bijal Zaveri Amin , Dreamtech Press.
4. Handbook of e-Business Security : João Manuel R.S. Tavares , Brojo Kishore Mishra, et al, Auerbach Publications.
5. E-Business Management: Integration of Web Technologies with Business Models: Michael J. Shaw, Springer.

Fifth Semester

OPEN COURSE

ASM5D01 (OPEN COURSE) DIGITAL MARKETING

Duration: . Marks: Internal 15 External 60

Course Objective

This paper seeks to provide the students an insight into the concept, tools, techniques, and relevance of digital marketing in the present scenario.

Learning Outcomes

1. Understand the concept of digital marketing and its growth in India.
2. Identify the dynamics and strategies of digital marketing management.
3. Know the components of digital marketing presence.

4. Understand the role of social media marketing in interactive marketing.

Module I: Introduction

Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Growth of digital marketing in India. (8 hours)

Module II: Digital Marketing Management

Digital marketing mix. Digital consumers and their buying decision process. Customer satisfaction and loyalty. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and Strategies in a digital environment; CRM and digital technology. (10 hours)

Module III: Digital Marketing Presence

Concept of paid, owned, and earned media. Website design and domain name branding. Search engine optimisation: stages, types of traffic, considerations. Online advertising: types, formats, requisites of a good advertisement, Online public relations; News and Reputation management; Email marketing: types and strategies. (10 hours)

Module IV: Interactive Marketing Presence

Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools; PPC marketing; Online Payment options. (7 hours)

References

1. Chaffey, D., F. E. Chadwick, R. Mayer, and K. Johnston. Internet Marketing: Strategy, Implementation, and Practice. Pearson India
2. Charlesworth, A. Digital Marketing: A Practical Approach, Butterworth-Heinemann, UK.
3. Gupta, Seema. Digital Marketing. McGraw Hill Education (India) Private Ltd
4. Kotler, P., Kartajaya, H., and Setiawan, I. Marketing 4.0 Moving from Traditional to Digital. John Wiley & Sons. New Jersey.
5. Ryan, Damian and Jones Calvin. Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. Kogan page Publishers.
6. Strauss, Judy., and Raymond Frost. E-Marketing. PHI Learning Pvt Ltd

ASM5D02 (Open Course) PERSONAL SELLING AND SALESMANSHIP

Objective

The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a good salesperson. They will be able to learn the various theories of selling and motivation.

Learning Outcomes

1. Understand concepts of personal selling, roles and opportunities for sales persons.
2. Know the theories, models and approaches of selling.
3. Comprehend the meaning of motivation in the context of personal selling.
4. Explain the role of a salesperson in entire personal selling process in order to develop a customer oriented attitude in selling.

Module I: Introduction to Personal Selling and Salesmanship : Concept of Personal Selling and Salesmanship; Differences among Personal Selling, Salesmanship and Sales Force Management; Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM.(8 hours)

Module II: Theories of Selling: AIDAS Model of Selling; Problem Solving Approach; Right Set of Circumstances Theory and Modern Sales Approaches. (7 hours)

Module III: Buying Motives: Concept of Motivation; Maslow's Theory of Need Hierarchy; Buying Motives and their uses in Personal Selling. (7 hours)

Module IV: Personal Selling Process and Sales Planning : Prospecting; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Documents; (8 hours)

References

1. Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), Selling: Principles and Practices, McGraw-Hill.
2. Futrell, Charles (2013), Fundamentals of Selling, McGraw Hill Education.
3. Kapoor, Neeru (2008), Advertising and Personal Selling, Pinnacle.
4. Belch, G. E., M. A. Belch and Purani K. (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education.
5. Castleberry, S.B. and Tanner, J. F. (2013), Selling: Building Relationships, McGraw Hill Education