

# **JAIPUR NATIONAL UNIVERSITY, JAIPUR**



**Post Graduate Diploma**

**in**

**Marketing Management**

**SYLLABUS  
FOR DISTANCE EDUCATION**

## **COURSE STRUCTURE**

<b>Paper Code</b>	<b>Paper Title</b>	<b>Examination Duration</b>	<b>Maximum Marks</b>	<b>Term-End Exam</b>	<b>Assignment Marks</b>
PGDMM – 101	Business Environment	3 Hrs	100	70	30
PGDMM – 102	Organization Behaviour	3 Hrs	100	70	30
PGDMM – 103	Managerial Economics	3 Hrs	100	70	30
PGDMM – 104	Consumer Behaviour	3 Hrs	100	70	30
PGDMM – 105	Sales & Promotion Management	3 Hrs	100	70	30
PGDMM – 106	Service Marketing	3 Hrs	100	70	30
PGDMM – 107	Product & Brand Management	3 Hrs	100	70	30
PGDMM – 108	Retail Management	3 Hrs	100	70	30

## **PGDMM-101: Business Environment**

**Max. Marks: 70**

**Time: 3 Hrs.**

Business Environment- Nature, components and significance. Factors effecting environment of Business. Economic factors its components. Cultural, Political, Social, Sovereignty, Technological factors and their impact on business. Legal environment and external factors influencing Business environment. International Business Environment, challenges.

Indian Economic Systems - Assessing current state of business environment in India, Economic planning with reference to public, private and cooperative sectors. Various Industrial Policies of India with special emphasis on new industrial policy with various amendments. Foreign Trade Policy, Fiscal Policy and Tax System in India, Monetary policies.

Economic Reforms: Liberalisation, Privatisation and globalization and their Impact. Competition Act and its impact on Indian business. Foreign Direct Investment in India, Impact of WTO in India, Public Sector s: Rationale and Role played by them since independence. Disinvestment- Meaning and various loopholes in and challenges to disinvestment programme, Multi National Enterprises and their role in India.

Small Scale Enterprises: Meaning, Importance to the Indian economy, problems and various incentives given to these.

International Trade: Various Trade Reforms announced in India in recent times. Balance of Payments, Foreign Direct Investment- Importance, policy and current position of India. EXIM Policy. World Trade Organisation and its impact on Indian Business.

## **PGDMM-102: Organization Behaviour**

**Max. Marks: 70**

**Time: 3 Hrs.**

Management: Basic Concept, Nature, purpose and scope of management, Functions of Management, Managerial Skills and roles, Levels of Managers, Evolution of Management, Historic foundation of Management, Scientific, Administrative and Bureaucratic Management, Global Management, Henry Fayol's 14 principles

Planning: purpose, Types of plans, planning process, Management by objectives, Strategic Management, premising and forecasting; Decision-Making, Global planning

Organizing – Nature, Organizational design and structure, Departmentation, Coordination, differentiation and integration, centralization and de-centralization, Delegation, Global Organizing, Co-ordination functions in Organization, Authority & power – concept & distinction, Line and staff organizations.

Controlling: Concept, process of controlling, planning-control relationship, Types of Control, Control Techniques, Staffing: Human Resource Management and Selection  
Global Controlling and Global Challenges – Direction Function – Significance

Organisational Behaviour: - History, evaluation, The nature and determinants of organisational behaviour, need for knowledge of OB, contributing disciplines to the field, OB Model, Organizational Behavior responses to Global and Cultural Diversity

Individual Behaviour: Biographical characteristics, Ability, Learning, Values, attitudes & Job satisfaction, Personality, Personality Formation, Locus of control, perception, Myers Briggs Type Indicator, Emotions, Affective events theory, Emotional Intelligence, Emotional Intelligence as a managerial tool, Attribution theory

Work Motivation : Early Theories (Mc. Gregory's Theory X & Y, Abraham Maslow's Need Hierarchy Theory Herzberg's Two Factor Theory) & Contemporary Theories (Mc. Clelland's 3 Needs Theory, Alderfer's ERG Theory, Adam's Equity Theory & Vroom's Expectancy Theory, Goal Setting Theory) & Application of Motivation Theories.

Group Behaviour : Groups in Organisations, Formal Group & Informal Group, Stages of Group Development, Group Cohesiveness, Group Decision Making, Group Effectiveness, Understanding Teamwork : Types of Teams, Creating Effective teams, Current issues in organizational communication

Leadership: Basic Approaches, Contemporary Issues in Leadership. Transactional Analysis, conflict, power and politics.

Organisation culture, Organisational Change, Issues in Organisation Behaviour and Management, Ethics in Organisation Multiculturalism and Cross Culture & Stress Management: Stress - Nature, sources, Effects, influence of personality, managing stress

## **PGDMM-103: MANAGERIAL ECONOMICS**

**Max. Marks: 70**

**Time: 3 Hrs.**

Definition, scope and nature of Managerial Economics, Methods of economic study, Central problems of an economy. Market Structure – Meaning, Classification and characteristic of market.

Demand and supply: Meaning and determinants of demand, Law of demand and elasticity of demand: Price, income and cross elasticity, Theory of consumer's behaviour: Marshallian approach and Indifference curve. Meaning and determinants of supply; Law of supply and elasticity of supply, relation between price and quantity supplied.

Theory of production and cost: Meaning and factors of production; Law of production: law of variable proportions and returns to scale, Concepts of costs: Short run and long run cost, Average and marginal costs, total, fixed and variable costs, Pricing practices and strategies, Price and output determination under: Various forms of markets; Perfect competition, Monopoly, Monopolistic competition and Oligopoly; Price determination in these markets. Price discrimination, transfer price, price war.

Concepts of National Income, Different methods of measuring national income, National Income in India, Growth of national income and per capita income in various plans. Expenditure methods, Agriculture, Industry and Services role in the development of the Indian Economy, their problems and growth. Indian Economy: Different aspects, Population, Poverty, Unemployment, And Infrastructure: Energy, communication, transportation, Health and Education. Inflation, Budget and Fiscal deficits.

Economic Reforms in India: Features of economic reforms since 1991, Privatization, Liberalization , Globalisation and Disinvestment. Meaning of Money and its functions, Banking: Reserve Bank of India: Role and functions, Monetary Policy in India. Functions and Role of Commercial Banks.

## **PGDMM-104: Consumer Behaviour**

**Max. Marks: 70**

**Time: 3 Hrs.**

Introduction to consumer Behavior - Diversity of consumer behavior - Concept and need for studying consumer behavior and marketing management, factors influencing consumer buying behaviour, consumer buying process.

Consumer Modeling:- The economic model - Learning model- psychoanalytic model – The sociological model- The Howard Sheth model of buying behavior - The Nicosia model- The Engel-Kollat-Blackwell Model. Individual Determinants of Consumer behavior- Perception, Meaning of perception- the perceptual process- Factor responsible for perceptual Distortion, Learning -what is Learning?- components or elements of learning process.

Individual Determinant of Consumer Behavior-Personality- Meaning and Nature- Characteristics of Personality- Stages in the development of personality, personality influences and consumer behavior -self-concept or self-image. Attitude and behavior- The concept of Attitude-Relationship between Attitude and behavior- Factors involved in Attitude formation- Motivation- What is Motivation? Needs And goals- The Dynamic Characteristic of Motivation.

Influence of Social class -Definition and meaning of social stratification -factors responsible for social stratification -characteristic features of social classes- Social influence on consumer behavior. Group Dynamics and Consumer Reference Groups- Definition and Meaning of Group- Reasons For formation of group -Types of Groups relevant to consumer behavior - Family life cycle- Friendship Group Formal social clubs-Shopping Friends groups- Work group-Reference group.

Consumer Satisfaction and Relationship Marketing- Customerisation- Working towards enhancing Customer satisfaction-Sources of customer dissatisfaction- Relationship marketing Meaning Understanding the economics of customer retention- Market emphasis in relationship marketing.

## **PGDMM-105: Sales & Distribution Management**

**Max. Marks: 70**

**Time: 3 Hrs.**

Introduction to Sales Management: Scope and Importance; The Evolving Face of Personal Selling, Personal Selling Process and Approaches; Sales Organization Structure; Sales Strategies, Sales Forecasting, Sales Territory Design.

Sales Personnel and evaluation: setting and formulating personal selling objectives, Recruitment and Selection of sales personnel, developing and conducting Training for Sales Personnel, supervision of salesmen, Sales personnel Motivation, Compensation plans, objectives and Quotas for sales personnel, Evaluating Sales Performance, Information Technology in Sales Management.

Marketing Channels: An overview of marketing channels, structure, functions and relationship, Distribution Planning and Control: Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial Products: Wholesale and Retail Structure, Complex Distribution Arrangement (Structural Separation and Postponement), Channel Strategy and Design, Selection, Motivation and Evaluation of Intermediaries, Managing Channel Dynamics, Channel Conflict; Ethical and Legal Issues in Sales and Distribution Management in Indian context.

Distribution System and Logistics: Physical Distribution System, Objectives and Decision Areas, Customer Service Goals, Logistics Planning, An overview of Transportation, Warehousing and Inventory Decisions, Efficient Supply Chain Management (SCM), Integration of Sales and Distribution Strategy



## **PGDMM-106: Service Marketing**

**Max. Marks: 70**

**Time: 3 Hrs.**

Introduction to services marketing: role of services marketing; Characteristic of Services, Classification of Services, Consumer behaviour in service encounters: customer interaction, purchase process, needs and expectations of customers; positioning services in competitive markets: search for competitive advantage; market segmentation, positioning vis-à-vis competitors,

Creating the service product: identifying and classifying supplementary services, planning and branding service products, new service development; Services Market Mix, Service Product Planning, Branding and communication; Role of communication in service marketing, internal communication, Service Pricing Strategy, effective pricing, objectives and foundations for setting prices; Service Distribution, options for service delivery, place and time decisions, delivery in cyberspace, role of intermediaries

Service processes: service process redesign, customer misbehaviour; balancing demand, capacity: fluctuations in demand, capacity constrain, Planning the service environment: Dimensions of service environment; Managing people for service advantage: Service leadership and culture

Managing relationship and Building loyalty: customer-firm relationship, analyzing and managing customer base; Customer Management Relationship System in services marketing; customer feedback and service recovery: customer complaining behavior, Devising Financial Services Marketing Mix Strategies with special reference to Credit Cards, Home Loans, Insurance and Banking.

Principles and responses to effective service recovery, service quality and the gap model, measuring and improving service quality, defining, measuring and improving service productivity; organizing for service leadership: search for synergy in service management, creating a leading service organization

Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; Key decisions in global marketing; Services strategy and organising for global marketing.

## PGDMM-107: Product & Brand Management

**Max. Marks: 70**

**Time: 3 Hrs.**

**Product and Product Management:** Product - Meaning, Product Management?, Product Levels, Product Mix, Product Line, Product Life Cycle (PLC): Introduction, Growth, Maturity, Decline, other forms of PLC, Marketing Strategies, Types of stage: Introduction Stage, Growth Stage, Maturity Stage, Decline Stage, Market Evolution

**Product Classification:** Meaning, Durability and Tangibility, Consumer Goods Classification, Industrial Goods Classification, Product Portfolio Management, The Boston Consulting Group (BCG) Model, The General Electric (GE) Model, Adapting Products to Local Conditions, Threats from Duplication

**New Product Planning:** Definition, Factors Contributing to New Product Development, Routes of New Product Development, Idea Generation, Idea Screening, Concept Development and Listing, Marketing Strategy, Business Analysis (Feasibility), Market Testing, Product Adoption

**Product Strategy:** Meaning, Objectives, Market Development Strategies, Market Penetration Strategies, Increasing Profitability, Decreasing Inputs, Increasing Output, Choice of Customer Targets, Positioning: Choice of Competitor Targets, Positioning: Core Strategy, Cost/Price (Value) Strategy, Non-price Strategy

**Brands:** Definition, Branding Challenges, Brand-Sponsor, Brand Building Tools, Brand Strategy, Brand-Asset Management, Managing Brand Equity, Brand Auditing and Re-positioning, Packaging and Labeling.

**Marketing Organisations:** Meaning, Types of Marketing Organisations, Marketing Channels, Indirect Channel Management, Contractual/Legal Provisions, Self-interest, Human Contact, Channel Arrangements, Monitoring Profitability by Channel, Direct Channels, Marketing Planning: Definition, Planning Process and its Steps.

**Market and Sales:** Definition, Market Potential, Uses, Methods of Estimating Market and Sales Potential, Forecasting, Judgement Based Methods, Delphi Method, Customer Based Methods, Market Testing, Market Surveys, Sales Extrapolation Methods, Model Based Methods.

**Brand Image, Brand Identity, Brand Valuation:** Introduction, Brand Image, Definitions of Brand Image, Brand Image and Celebrity, Brand Personality, Brand Identity, Brand Valuation, Brand Loyalty, Other Tangibles and Intangibles Valuation, Intangible Assets, Customer Retention and Brand Marketing, Characteristics of the World's Strongest Brands.

**Managing Brands Over Time, Brand Positioning and Consumer Behaviour:** Introduction, Managing Brands Over Time, Brand Life Cycle, Investment, Profitability and Cash Flows and Brand Life Cycle, Brand Portfolio Management, Managing a Brand and Customer Value, Brand Positioning and Re-positioning, Positioning Errors, Positioning Strategies as Per Philip Kotler, Positioning Strategies as per Mr. M.V. Kulkarni, Marketing Consultant, Brand Re-positioning, Brand Marketing and Consumer Behaviour, Brand Marketing and Consumer Buying Behaviour, Difference Between Trademark, Logo, Symbol and Mascot, Brand Mascot.

## **PGDMM-108: Retail Management**

**Max. Marks: 70**

**Time: 3 Hrs.**

**Retailing:** Introduction to Retailing, Meaning, definition and features of retailing, functional activities of retailing, Retail Market, Global Retail Market, Development of retail in India, Challenges, Supply Chain & Logistic.

**Classification of Retailers:** Retail Models & theories of retail development, Environmental Theory, Conflict Theory, Retail Life Cycle, Business Models, Factors influencing retail shopper, pricing policy, size of outlet and customer contact.

**Retailing Strategies:** Introduction, Strategic Plan & Analysis, Retail Value Chain, Franchising/ Licensing advantages & disadvantages. Franchising in India, Retail Store Location, Meaning of location, level of location decision and factor affecting the choice of market area or store location.

**Store Design and Layout:** Meaning of design and layout, exterior and interior design decision, importance of store layout, factors to be considered while designing the layout.

**Merchandise Management:** Introduction, evolution, Role & Responsibilities, Merchandise planning, process and its implementation, forecasting, The Merchandise Mix, Overview of evaluating Merchandise performance.

**Human Resource Management for Retailing:** A brief discussion of HRM functions for retail store

**Retail Communication and Promotion:** Retail marketing mix, Methods of communicating with the customers, Advertising, Design of Shop windows, Sales Promotion methods of sales promotion, Role of Lighting and fixtures, Retail Logistics, need for supply chain management.

**Customer Relationship Management:-** Meaning and importance of customer relationship Management, Customer Relationship Management programmes.