

MARKETING RESEARCH

Objective: To make the students familiar with Marketing Research and enable them to understand the fundamentals of Marketing Research.

UNIT I:INTRODUCTION:

Marketing Research - Introduction, Meaning of Research, Research Characteristics, Various Types of Research, Marketing Research and its Management, Nature and Scope of Marketing Research

UNIT II:RESEARCH PROCESS:

Research Process: An Overview, Formulation of a Problem, Research Methods, Research Design, Data Collection Methods, Sample Design, Data Collection, Analysis and Interpretation, Report Writing, Components of Research Proposal-Data Collection Sources and Methods

UNIT III:SAMPLING:

Sampling Theory-Design, size and Techniques: Meaning of Sampling, Importance of Sampling in Marketing Research-Probability and Non Probability Sampling, Classification of Probability Sampling Techniques, Classification of Non Probability Sampling, Selecting an Appropriate Sampling Technique-Designing a Questionnaire-Pilot study.

UNIT IV: REPORT WRITING:

Survey Field Work and Data Collection, Nature and Scope of Data Preparation, Editing, Coding, Data Entry, Preliminary Data Analysis.Data Analysis: Statistics in Data Analysis, Measures of Central Tendency, Measures of Dispersion-Hypothesis Testing: Introduction, Hypothesis, Steps Involved in Hypothesis Testing,

UNIT V:

Data Interpretation and Report Writing: Introduction, Data Interpretation, Research Report, Structure of the Report, Components of a Report, Style and Layout of a Report, Revising and Finalizing the Research Report, Quality Research Report.

SUGGESTED READINGS:

1. Krishna Swamy:Methodology of Research in Social Sciences
2. Kothari:Research Methodology
3. Zikmund:Business Research Methods
4. SC.Gupta:Fundamentals of Statistics
5. SP.Gupta:Statistical Methods
6. Market Research: Naresh K. Malhotra.

RURAL MARKETING

Objective: To make the familiar with Indian Rural Market Scenario and enable to understand the fundamentals of Rural Marketing.

Unit I: INTRODUCTION:

Meaning of Rural – Rural marketing- Phased evolution of rural marketing-Rural vs Urban Marketing- A brief profile of Rural India – Nature and Characteristics of the Rural Market- Rural Market Challenges and Opportunities.

Unit II: SEGMENTATION OF RURAL MARKET:

Segmentation – Segmentation variables –conditions for effective Market Segmentation – Benefits – Approaches for Segmenting the Rural Market of India- Rural Marketing Segmentation Tools – Target Marketing.

Unit III: RURAL CONSUMER BEHAVIOUR:

Consumer Behaviour - Fundamental of Consumer Behaviour – Consumer Behaviour Roles- Needs and Wants of Rural Consumer – Factors influencing rural consumers during purchase of a product – Profile of rural consumer .

Unit IV: RURAL MARKETING MIX: PRODUCT AND PLACE:

Marketing mix- 4ps of Marketing – Rural Marketing Mix – Additional Ps of Rural Marketing – 4As of Rural Marketing mix.New product development for the Rural Market – Product life cycle-Rural Retail Channel Management.

Unit V: MARKETING STRATEGIES FOR RURAL MARKETS:

Rural Marketing of FMCGS- Rural Marketing of Consumer Durables – Rural Marketing of Financial Services- Rural Marketing of Agricultural Inputs – Agricultural Co-operative marketing.

Suggested Reading:

- 1) BalramDogra and KaminderGhuman: Rural Marketing , Tata McGraw Hill
- 2) PradeepKashyap: Rural Marketing, Pearson
- 3) Krishnamacharulu CSG and LalithaRamakrishnan: Rural Marketing, Pearson

B.A. (Marketing Management) Syllabus
Semester - VI
Personal Selling and Salesmanship
Discipline Specific Course (DSC) – Paper – VI

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 successful salesman.

Unit - I Introduction to Personal Selling

Nature and importance of personal selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons.

Unit- II Setting Personal Selling Objectives

Types of Personal Selling Objectives, Measurement of Sales and Forecasting of Sales. Methods of Sales Forecasting-Jury of Executive Opinion, Poll of Sales force Opinion, Projection of Past Sales, Survey of Customers' Buying plans.

Unit- III Selling Process

Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities. Theories of Selling -- AIDAS theory, Right Set of Circumstances theory, Buying formula Theory, Behavioral Equation theory.

Unit- IV Sales Organization

Purposes of Sales organization; Setting up a Sales organization; Basic Types of Sales Organizational Structures – Line sales organization, Line & Staff sales organization, Functional Sales organization, Committee sales organization.

Unit – V Compensating Sales Personnel

Requirements of a Good Sales Compensation Plan; Defining the Sales Job; Types of Compensation Plans – Straight-salary plan, Straight-commission plan, Combination of Salary and incentive plan. Fringe benefits.

Suggested Readings:

1. Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill
3. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,
5. Johnson, Kurtz and Schueing, Sales Management, McGraw Hill
6. Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., Selling: Principles and Methods, Richard, Irvin
7. Kapoor Neeru, Advertising and personal Selling, Pinnacle, New Delhi.

B.A. (Marketing Management) Syllabus

Semester - VI

ADVERTISING & MEDIA MANAGEMENT
Discipline Specific Elective – (DSE) Paper-VI

Unit - I INTRODUCTION & BASIC CONCEPTS

History of advertising; Advertising purpose and functions; Economic, social & ethical aspects of advertising; Advertising & the marketing mix, Advertising as a communication process; types of advertising; Commercial and Non-commercial Advertising.

Unit - II ADVERTISING AND CAMPAIGN PLANNING

Marketing strategy & Situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; Advertising strategy; Advertising campaign-planning process.

Unit - III CREATIVE STRATEGY & ADVERTISING BUDGET

Creative approaches; The art of copywriting; Advertising copy testing; creativity in communication, motivational approaches & appeals, Advertising budget process; Methods of determining Advertising appropriations.

Unit - IV ADVERTISING MEDIA STRATEGY

Role of media; types of media; their advantages and disadvantages; Media research & advertising decisions; media planning, selection & scheduling strategies.

Unit - V ADVERTISING EFFECTIVENESS & ORGANISING ADVERTISING FUNCTIONS.

Methods of measuring advertising effectiveness; Advertising research; structure & functions of an advertising agency; Selection & co-ordination of advertising agency; Advertising regulations; Internet advertising.

Suggested Readings:

1. Rajeev Batra, John. G.Myers. T. David.A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 1998.
2. Kazmi/Batra; Advertising & Sales promotion 3rd Edition
3. Ghose Basha, Advertising and Media Management, VBH 66
4. Jefkins&Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000.
5. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishing company Ltd, New Delhi 2001.
6. K. Venkataraman, Advertising & Media Management, SHBP.
7. S.A.Chunnawalia&K.c.Sethia Foundations of Advertising - Theory & Practice, Himalaya Publishing House, 2002.
8. Sonatakki, Advertising, Kalyani Publishers
9. Wells, Advertising. 10. Rayudu: Media and Communication Management, HPH.