

Course Code	Course Name	Category	L	T	P	Credit
20MBA251	STRATEGIC MARKETING INTELLIGENCE	Elective	3	0	0	3

Preamble: The emphasis of this course is primarily to understand advanced marketing strategy issues and processes that determine the competitiveness of marketing in diverse customer and organizational markets. A significant aim of the course is to enhance the skills to predict and integrate the competitive marketing tactics of rivals through effective market research tools. The course also aims to understand how consumer behaviour impacts marketing actions and strategies of companies through decision making tools and software that shape a broad understanding of marketing analytics to support marketing and managerial decision making.

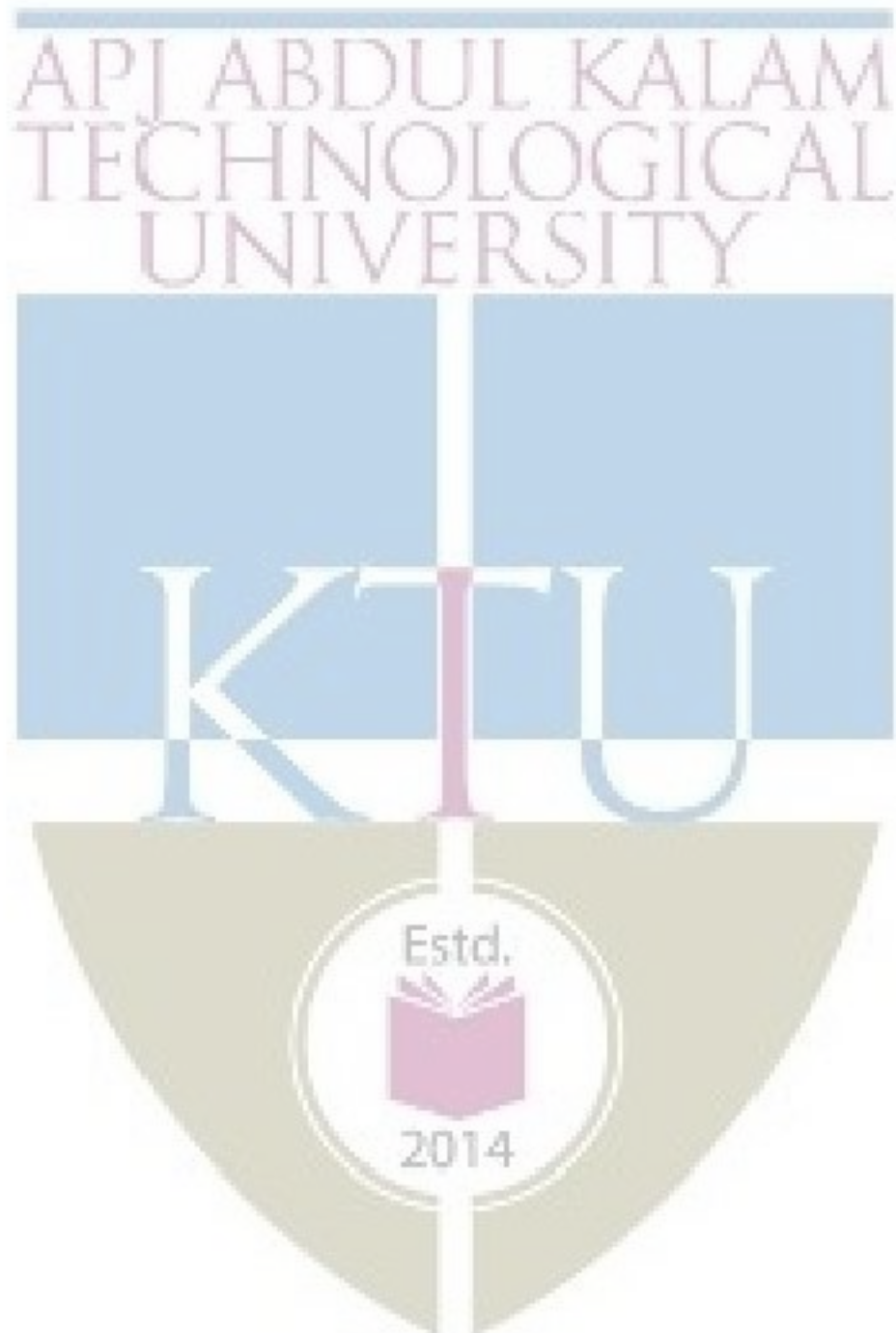
Prerequisite: NIL

Course Outcomes: After the completion of the course the student will be able to:

CO 1	Elucidate the importance of Strategic Market Intelligence through effective market research.
CO 2	Appraise the Quantitative methods of market research
CO 3	Assess Strategic intelligence through comprehending consumer behaviour
CO 4	Evaluate the Cognitive drivers of market strategies through measurement and modelling tools in Marketing Intelligence
CO 5	Appraise the marketing strategy implementation systems to effectively convert marketing intelligence

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	2	2	3
CO 2	3	3	2	2	2
CO 3	3	3	2	2	3
CO 4	3	3	2	2	3
CO 5	3	3	2	2	3



Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA251- STRATEGIC MARKETING INTELLIGENCE

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks

1. What are primary data sources?
2. List out the steps in a simple regression analysis.
3. Define Customer Lifetime Value. What are its uses?
4. How is perceptual mapping used in marketing?
5. How are digital marketing metrics important in marketing intelligence?

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks

6. a. Explain the different qualitative methods of data collection used in marketing research.
b. Demonstrate using examples how strategic marketing intelligence aids managerial decision making.
7. a. Distinguish between Factor analysis and Cluster Analysis in terms of their purpose, operational steps and outcomes.
b. Show how they are useful in aiding marketing actions of companies.
8. a. Examine the importance of an STP strategy in obtaining strategic intelligence
b. Explain how psychographic segmentation is carried out.
9. a. Compare and contrast the models of consumer buying behaviour with diagram.
b. Why are customer choice models preferred in recent times by marketers to judge consumer actions?
10. a. Outline the various software options used to develop marketing intelligence.
b. Show with examples how digital media monitoring is relevant to marketers in their social media campaigns?

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. Office Improvements is a marketing company offering a wide range of office products and services on behalf of its clients to a wide range of businesses and organizations. The firm defines its business as finding ways of making offices in organizations more efficient, more employee-friendly and more economical to run. John Grant, the CEO of Office Improvements, believes that this gives the firm the widest scope possible in terms of the kinds of products he can market. 'Of course,' he says, 'this means we have two kinds of customers. Those whose products and services we market and those who buy the products and services which we market.' The firm does not experience too much difficulty finding businesses which would like to make use of Office Improvements' marketing skills. The main difficulty encountered by the firm is in its marketing to organizations that want to make use of the products and services it has to offer. As John Grant says: 'When you are a small company trying to make your way in the world, you encounter all kinds of problems when it comes to getting new contracts. In our case it isn't a case of hiring sales people to call on wholesalers or retailers, you have to actually get out yourself and talk to your customers. Finding the right person to talk to can often be a nightmare. We define our business as that of helping firms to create healthy working environments for their employees. This means that we actually sell industrial solvents and cleaning materials as well as a variety of different types of equipment—ranging from fans and air extractor units to heating appliances for offices and workshops. We are essentially a marketing outfit and get our products from a variety of sources both in this country and abroad. We do not sell in small quantities but aim to equip other organizations as comprehensively as we can. 'Our major difficulty is locating the decision makers. When you want to get a local authority as one of your customers, whom do you approach? I can tell you it is not that easy. It is not always straightforward when you are dealing with a central buying office. Often the person you approach cannot make the decisions and has to consult with other people. You have a real job on your hands I can tell you.'
- a. Develop the marketing research process that needs to be carried out to help Mr Grant understand his customers' needs. (10 marks)
 - b. For the two sets of customers he has identified, what data collection tools and analysis techniques are best suited? Justify. (10 marks)

Syllabus	
Module 1	Introduction to Strategic Marketing Intelligence: Strategic Marketing Intelligence Framework, SMI for decision Making; Market Research Process: Problem, Design, Data Collection and Proposals; Primary and Secondary Data Resources; Qualitative Methods of Market Research: Ethnographies, Focus Groups and Depth Interviews, Data Preparation and Descriptive Statistics.
Module 2	Quantitative Methods of Market Research: Regression & Analysing Behavioural/Transactional Data, Analysing Behavioural/Transactional Data & Analysing Survey Data, Factor & Key Driver Analysis, Correspondence Analysis, Cluster Analysis, Multiple Discriminant Analysis and Conjoint Analysis, Building Regression Based Models, Market Response Models, Causal Methods (Marketing Response/Marketing Mix Models).
Module 3	Strategic intelligence through comprehending consumer behaviour: Strategic intelligence & understanding and measuring consumers; Measuring trends in consumer behaviour; Intelligence on changes in customer behaviour, consumer groups and Associations; Customer Segmentation, Targeting and Positioning: Segmenting by behaviours, values and attitudes; Customer based marketing and value metrics; Forecasting: Pricing and Elasticity, Using Linear Regression to Forecast; Customer Lifetime Value.
Module 4	Cognitive drivers of consumer behaviour: Models of consumer buyer behaviour; Analytical tools in gaining customer insight; Measurement & Modelling; Perceptual Mapping; Customer Choice Modelling; Sales force size determination; Sales force allocation.
Module 5	Marketing strategy implementation systems: Market Intelligence on competitors and Strategic Profiling; Measuring competitive reactions; Various Software in the development of strategic marketing intelligence; Digital Media Monitoring; Digital Marketing Metrics.

Textbooks

1. Managing Strategic Intelligence: Techniques and Technologies. (2007). United Kingdom: Information Science Reference.
2. Mathur U.C., (2008) *Strategic Marketing*, Macmillan Publishers India Limited.
3. Malhotra, Naresh (2012), *Basic Marketing Research (4th ed.)*, Prentice Hall.

References and Suggested Readings

1. Hedin H., Vaarnas, M., Hirvensalo, I. (2014). *The Handbook of Market Intelligence: Understand, Compete and Grow in Global Markets*. Germany: Wiley.
2. Aaker, D. A., Kumar, V., & Day, G. S. (2008). *Marketing research*. John Wiley & Sons.
3. Jenster, P. V., Sjøilen, K. S. (2009). *Market Intelligence: Building Strategic Insight*. United States: Copenhagen Business School Press.
4. Liebowitz, J. (2006). *Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management*. Ukraine: CRC Press.

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Introduction to Strategic Marketing Intelligence	
1.1	Overview of Strategic Marketing Intelligence Framework	2 Hours
1.2	Interpret the market research process	2 Hours
1.3	Illustrate the qualitative methods of market research	3Hours
2	Quantitative Methods of Market Research	
2.1	Analysing Behavioural/Transactional Data	2 Hours
2.2	Explain Cluster Analysis, Multiple Discriminant Analysis and Conjoint Analysis	2 Hours
2.3	Building Regression Based Models	3 Hours
3	Strategic intelligence through comprehending consumer behaviour	
3.1	Measuring trends in consumer behaviour	2 Hours
3.2	Segmenting by behaviours, values, and attitudes	2 Hours
3.3	Applying Linear Regression to Forecast	3 Hours
4	Cognitive drivers of consumer behaviour	
4.1	Assess the Models of consumer buyer behaviour	2 Hours
4.2	Elucidate the importance of Analytical tools in gaining customer insight	2 Hours
4.3	Interpreting the importance of Perceptual Mapping in Market Intelligence	3 Hours
5	Marketing strategy implementation systems	
5.1	Applying Market Intelligence on competitors and Strategic Profiling	2 Hours
5.2	Measuring competitive reactions	3 Hours
5.3	Assessing Digital Marketing Metrics in interpreting market scenarios	3 Hours
	Total	36 Hours

Course Code	Course Name	Category	L	T	P	Credit
20MBA253	B2B MARKETING	Elective	3	0	0	3

Preamble: The course enables the student to have a thorough understanding of the industrial market, its consumer buying behaviours and means to segment, target and position the business users to develop the most appropriate marketing communications depending upon the product life cycle.

Prerequisite: NIL

Course Outcomes (COs): After the completion of the course the student will be able to

CO 1	To identify the distinction between B2B and B2B Product and Services
CO 2	To classify different form of B2B demand patterns
CO 3	To identify the role of Partnering/Relationship in business marketing and select suitable firms for B2B collaboration
CO 4	To develop an understanding about Industrial Marketing Communication and choose an appropriate training programme for sales force performance
CO 5	To examine the special meaning of price in industrial marketing and also know the product life cycle theory and its application to marketing strategies.

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	2	3	2
CO 2	3	3	2	2	3
CO 3	3	2	3	2	3
CO 4	3	3	2	2	2
CO 5	3	3	2	2	2

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA253- B2B MARKETING

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. Define industrial marketing.
2. Explain the concept of Modified rebuy?
3. Briefly explain the need for a CRM in a B2B scenario?
4. Identify the relevance of transfer pricing?
5. Compare and contrast between personal selling and advertising?

(5x2 marks = 10 marks)

PART B

Answer any **three** questions. Each question carries 10 marks

6. Compare and contrast on consumer and industrial marketing.
7. Elucidate on the concept of Buy grid model and the relevant buying phases.
8. Elaborate on the essential requirements for effective segmentation?
9. What steps would you follow for developing product strategies for existing products?
What alternative strategies are available to industrial marketers for existing products?
10. Outline the reasons for channel conflicts and how they can be managed?

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. Vodafone Idea Ltd (VIL) launches 5G-ready IoT solutions for enterprises. Internet of Things (IoT) solutions comprising connectivity, hardware, network, application, analytics, security and support for enterprises that seek to digitize their businesses. You are currently designated as a business development manager VIL. Hence it is required that you develop appropriate strategy for its b2b market expansion.

- a) Explain the different aspects of management of sales force. Give a brief account of the different approaches to organizing sales force?
- b) Discuss the major decisions involved in designing a promotion strategy?

(1x20 marks=20 Marks)

Syllabus	
Module 1	<p>Overview of B2 B Marketing Meaning and scope of B2B Marketing; classification of business goods; industrial customers; components of industrial market; comparison between industrial and consumer market/marketing - why and what of business marketing; product and demand characteristics; customer characteristics; product/service mix characteristics; market characteristics; marketing mix characteristics.</p>
Module 2	<p>Demand for Industrial Goods and Buyer Behaviour Demand for Industrial Goods - derived demand; joint demand; price insensitivity; price sensitivity; reverse elasticity; cross elasticity. Industrial Buying and Buyer Behaviour - purchasing practices of industrial customers, purchasing objectives of industrial buyer, purchasing activities of industrial buyers, Factors affecting industrial buying decision; environmental factors; organizational environment; buying centre factors; roles in buying process; structural dimensions; individual factors; buying objectives/criteria; non-economic objectives; Webster-Wind model; Sheth model; the Buygrid model; buy classes; buy phases; appropriate marketing strategies over various buying situations and phases; business buying process complexity, modern purchasing activities</p>
Module 3	<p>Industrial Market Segmentation, Targeting & Positioning and Relationship Marketing Industrial Market Segmentation - requirements for effective segmentation; macro and micro segmentations; intermediate segmentation; nested approach to segmentation; other bases of segmentation; benefits of market segmentation; criteria for segmentation variables; market targeting; differentiation; positioning. Partnering/Relationship Marketing and CRM - Characteristics of adversarial and partnership models; lifecycle models of buyer-supplier relationship; stages of buyer seller relationship models; selection of firms for collaboration; production linkages and industrial marketing; CRM.</p>
Module 4	<p>Industrial Marketing Communication and Logistics Industrial Marketing Communication - Communication mix; salient features of business marketing communication; major decisions in industrial marketing communication; trade fairs and exhibitions. Personal Selling - Types of industrial salesmen; management of sales force; knowledge/training for sales force; organising sales force; personal selling process; summary. Industrial Marketing Logistics - Components of logistics; importance of logistic; business-to-business logistical services; supply chain management; types of distribution; channel systems; multi-channel marketing system; channel conflicts; factors influencing channel design.</p>
Module 5	<p>Industrial Product and Pricing Decisions Product Decisions – Industrial product; product lifecycle; new product development; classification of new products; product revitalisation/ elimination. Industrial Pricing - Characteristics of industrial prices; factors affecting pricing; pricing objectives; costs in industrial pricing; pricing methods/approaches approaches; new product pricing; pricing over the PLC; pricing policies; geographic pricing; transfer pricing; leasing.</p>

Text Book	
1.	Havaladar, K. K. (2005). <i>Industrial marketing: text and cases</i> . Tata McGraw-Hill Education.
2.	Cherunilam, F. (2011). <i>Industrial Marketing</i> . Himalayan Books.
References and Suggested Readings	
1.	Peter M. Chisnall (1985), <i>Strategic Industrial Marketing</i> , Prentice-Hall International.
2.	Woodruffe, Helen (2000), <i>Service Marketing: Operation, Management and Strategy</i> , Macmillan India Limited, New Delhi.
3.	Robert R. Reeder, Edward G. Brierty & Betty H. Reeder (2001), <i>Industrial Marketing (2nd ed.)</i> , Prentice-Hall of India Private Limited, New Delhi.

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Overview of B2B Marketing	
1.1	Meaning and scope of B 2 B Marketing; classification, Comparison between B2B and B2C	2 hours
1.2	Components of industrial market	1 hour
1.3	Product and demand characteristics; customer characteristics	2 hours
1.4	Marketing mix characteristics	1 hour
2	Demand for Industrial Goods and Buyer Behaviour	
2.1	Demand for Industrial Goods & Factors affecting industrial buying decision	2 hours
2.2	buying centre factors; roles in buying process	1 hour
2.3	buying objectives/criteria; non-economic objectives	1 hour
2.4	Webster-Wind model, Sheth model, the buygrid model	1 hour
2.5	Buy classes; buy phases, appropriate marketing strategies over various buying situations and phases	2 hours
2.6	Business buying process complexity, modern purchasing activities	1 hour
3	Industrial Market STP and Relationship Marketing	
3.1	Market Segmentation – Meaning, benefits, requirements for effective segmentation	1 hour
3.2	Macro and micro segmentations; intermediate segmentation; nested approach to segmentation	1 hours
3.3	Criteria for segmentation variables; market targeting; differentiation; positioning.	1 hours
3.4	Adversarial and partnership models & lifecycle models of buyer-supplier relationship	1 hours
3.5	Stages of buyer seller relationship models; selection of firms for collaboration;	2 hours
3.6	Production linkages and industrial marketing	1 hour
4	Industrial Marketing Communication and Logistics	
4.1	Industrial Marketing Communication mix; salient features of business marketing communication	1 hours
4.2	major decisions in industrial marketing communication; trade fairs	1 hours

	and exhibitions.	
43	Personal Selling - Types of industrial salesmen; management of sales force;	1 hour
4.4	knowledge/training for sales force; organising sales force; personal selling process	1 hour
4.5	Industrial Marketing Logistics - Components; importance of logistic; business-to-business logistical services;	1 hours
4.6	Supply chain management; types of distribution; channel systems; multi-channel marketing system;	1 hours
4.7	channel conflicts; factors influencing channel design.	1 hour
5	Industrial Product and Pricing Decisions	
5.1	Industrial Product Decisions; product lifecycle	1 hours
5.2	new product development; classification of new products; product revitalisation/elimination	1 hours
5.3	Industrial pricing - Characteristics; factors affecting pricing; pricing objectives;	2 hours
5.4	Costs in industrial pricing; pricing methods/approaches; new product pricing;	2 hours
5.5	Pricing over the PLC; pricing policies; geographic pricing; transfer pricing; leasing;	2 hours
	Total	36 Hours



Course Code	Course Name	Category	L	T	P	Credit
20MBA255	CONSUMER BEHAVIOUR	Elective	3	0	0	3

Preamble: The objective of the course is to acquaint the students with latest trends in consumer behaviour. The different paradigms discussed in the course are careful blend of several theories and practices propagated by behavior theorists in understanding the contemporary practices of consumer behavior. The course also gives due importance in discussing the various models of consumer behavior which shall be helpful in building a concrete basement for the student understanding.

Prerequisite: Nil

Course Outcomes (COs): After the completion of the course the student will be able to

CO 1	Understand the concepts of consumer behaviour and its application in marketing management
CO 2	Assess the environmental and individual determinants of consumer behaviour.
CO 3	Analyse the intricacies of consumer buying behaviour and strategies of consumer attitude formation and change
CO 4	Explain the concept of diffusion of innovation
CO 5	Appraise the various consumer decision making models.

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	1	2	2	-
CO 2	3	3	2	3	3
CO 3	3	3	1	3	3
CO 4	3	3	1	3	1
CO 5	3	3	1	2	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.



Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA255- CONSUMER BEHAVIOUR

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. List the various qualitative methods of consumer behaviour research.
2. Define subculture.
3. What is tri-component model of attitude?
4. Recall the meaning of consumer adoption.
5. What is the economic model of consumer behaviour?

(5x2 marks = 10

marks)

PART B

Answer any *three* questions. Each question carries 10 marks

6. a. Outline the scope and application of consumer behaviour. (5)
- b. Explain psychographic segmentation with examples. (5)
7. a. Summarise the traits and characteristics of opinion leaders. (6)
- b. Explain the influence of culture on consumer behaviour. (5)
8. a. Illustrate the various stages involved in the consumer decision making process with suitable examples. (5)
- b. Outline the various perspectives to consumer decision making. (5)
9. a. Explain the diffusion process. (5)
- b. Outline the profile of consumer innovator. (5)
10. a. Explain the Howard Sheth Model of consumer behaviour with suitable example. (5)
- b. Summarise the limitations of Nicosia Model. (5)

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. You are the Vice President (Marketing) of a large retail chain. Your company's advertising agency is in the process of hiring a film star to promote the retail chain. Describe the reference group factors that you would consider before the celebrity is hired.

(1x20 marks =20marks)

Syllabus	
Module 1	<p>Introduction to Consumer Behaviour: Consumer Behaviour-Scope and Application of Consumer Behaviour, Evolution of Consumer Behaviour as a Field of Study and its relationship with Marketing, The Interdisciplinary Nature of Consumer Behaviour.</p> <p>Market Research and Consumer Behaviour: Approaches to Consumer Behaviour Research, Quantitative Research, Qualitative Research;</p> <p>Market Segmentation and Positioning: Demographics and Market Segmentation, Lifestyle and psychographic segmentation, Usage Segmentation, Benefit Segmentation, Product Positioning</p>
Module 2	<p>Environmental Influence on Consumer Behaviour: Culture, Subcultures, Social Class, Reference Groups, Opinion leadership- Dynamics of Opinion Leadership Process - Measurement of Opinion Leadership - Traits and Characteristics of Opinion Leaders -Relevance of Opinion Leadership for a Marketer, Celebrity Endorsement, Family</p> <p>Individual Determinants of Consumer Behaviour: Consumer's Needs & Motivation, Emotions and Mood, Consumer Involvement, Consumer Learning, Personality, Self-concept and Self-image, Consumer Perception, Risk and Imagery.</p>
Module 3	<p>Consumer Attitude Formation and Change: Structural Models and Theories, Attitude Formation, Strategies of Attitude Change.</p> <p>Consumer Decision Making Process: Problem Recognition- Search and Evaluation – Purchasing Process- Post Purchase Behaviour; Buying Motives, Buying Roles, Types/levels of Consumer Decision Making, Perspectives to Consumer Decision Making, Online buying behaviour</p>
Module 4	<p>Diffusion of Innovation: Diffusion Process, Adoption Process, Categories of adopters, Consumer Innovators, Profile of Consumer Innovator, Buying Decision Process towards new Products.</p>
Module 5	<p>Models of Consumer Behaviour: The Economic model, Learning model, Psychoanalytic model, The sociological model, The Howard Sheth model, The Nicosia model, EBM Model, Consumer Black Box Model</p>

Textbook
<ol style="list-style-type: none"> 1. Schiffman L.G., Kanuk, L. L. & Kumar S. R (2015). <i>Consumer Behaviour (10th edn)</i>. Prentice Hall. 2. Loudon D. L., Della Bitta A. (1992). <i>Consumer Behaviour</i>, Tata McGraw-Hill 3. Batra S, K. & Kazmi S.H.H. (2009). <i>Consumer Behaviour</i>, Excel Books. 4. Nair Suja R. (2015). <i>Consumer Behaviour</i>, Himalaya Publishing House, Mumbai.
References and Suggested Readings
<ol style="list-style-type: none"> 1. Majumdar R., (2010). <i>Consumer Behaviour: Insights from Indian Market</i>. Prentice Hall India. 2. Hawkins Del I., Best R. J. and Mothersbaugh D. L. (2007) <i>Consumer Behaviour – Building Marketing Strategy</i>, Tata McGraw-Hill.

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Introduction to Consumer Behaviour, Market Research & Market Segmentation	
1.1	Consumer Behaviour-Scope and Application of Consumer Behaviour, Evolution of Consumer Behaviour as a Field of Study and its relationship with Marketing, The Interdisciplinary Nature of Consumer Behaviour.	2 Hours
1.2	Approaches to Consumer Behaviour Research, Quantitative Research, Qualitative Research	2 Hours
1.3	Demographics and Market Segmentation, Lifestyle and psychographic segmentation, Usage Segmentation, Benefit Segmentation, Product Positioning	3 Hours
2	Consumer Behaviour - Environmental Influence & Individual Determinants	
2.1	Culture, Subcultures, Social Class, Family	2 Hours
2.2	Reference Groups, Opinion leadership- Dynamics of Opinion Leadership Process - Measurement of Opinion Leadership - Traits and Characteristics of Opinion Leaders -Relevance of Opinion Leadership for a Marketer, Celebrity Endorsement	2 Hours
2.3	Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement, Consumer Learning,	2 Hours
2.4	Personality, Self-concept and Self- image, Consumer Perception, Risk and Imagery.	2 Hours
3	Consumer Attitude Formation & Consumer Decision Making Process	
3.1	Consumer Attitude Formation and Change: Structural Models and Theories, Attitude Formation, Strategies of Attitude Change.	2 Hours
3.2	Consumer Decision Making Process: Problem Recognition- Search and Evaluation – Purchasing Process- Post Purchase Behaviour;	3 Hours
3.3	Buying Motives, Buying Roles, Types/levels of Consumer Decision Making, Perspectives to Consumer Decision Making, Online buying behaviour	2 Hours
4	Diffusion of Innovation	
4.1	Diffusion Process, Adoption Process, Categories of adopters,	2 Hours
4.2	Consumer Innovators, Profile of Consumer Innovator,	2 Hours
4.3	Buying Decision Process towards new Products.	2 Hours
5	Models of Consumer Behavior	
5.1	The Economic model, Learning model, Psychoanalytic model, The sociological model	3 Hours
5.2	The Howard Sheth model, The Nicosia model,	2 Hours
5.3	EKB Model, EBM Model, Consumer Black Box Model	3 Hours
Total		36 hours

Course Code	Course Name	Category	L	T	P	Credit
20MBA257	SERVICES MARKETING	Elective	3	0	0	3

Preamble: Services marketing is increasingly assuming importance in today's world as marketers have identified whether its products or services, relationship is the key to making profits in business. Services marketing focus on how to make such relationships and every point of contact with customers meaningful and generate opportunities. So the course holds a prominent place both in academia as well as in business. Service sector accounts for 60% of GDP in India and 54% globally (Statisticstimes.com, 2020). So this has to be taught at much deeper level in a service dominant economy like ours. The course thus exposes the students to understanding the service products, consumers and markets how to apply the 4Ps of marketing to services, manage the customer interface and implement profitable service strategies.

Prerequisite: Nil

Course Outcomes: After the completion of the course the student will be able to:

CO1	Apply knowledge of management theories and practices to solve business problems
CO2	Foster Analytical and critical thinking abilities for data-based decision making.
CO3	Develop Value based Leadership ability
CO4	Understand, analyze and communicate global, economic, legal, and ethical aspects of business
CO5	Develop the ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	-	2	3	2
CO 2	2	3	-	2	1
CO 3	2	1	2	2	3
CO 4	2	-	3	1	3
CO 5	2	2	2	3	1

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
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Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA257 – SERVICES MARKETING

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. List any two characteristics of services
2. What is meant by Role and script?
3. What is the relevance of 'flower of service'?
4. Explain any two types of servicescapes.
5. What is service guarantee?

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks

6. a. Illustrate the challenges of people processing services (4)
- b. How is it different from mental stimulus processing services? (6)
7. a. What is meant by a positioning strategy? (5)
- b. How can a positioning map help managers to better understand and respond to competitive dynamics? (5)
8. a. What are the three components of a service concept? (3)
- b. Illustrate a service offering for a motel (7)
9. a. Explain the service blueprint and its use. Develop a service blue print for a restaurant experience. (10)
10. a. What is the role of Franchising in services? (5)
- b. How does the nature of service product affect the distribution? (5)

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. Consider your own recent experiences as an online banking customer. On which dimensions of service quality have you most often experienced a large gap between your expectations and your perceptions of the service performance? What do you think the underlying causes might be? What steps should the management take to improve quality? How can you use SERVQUAL to measure the service quality here?

(1x20 marks = 20 marks)

Syllabus	
Module 1	Understanding Service Products: New perspective on marketing in service industry- Four board categories of services, Traditional marketing mix applied to Services, The extended services marketing mix for managing the customer interface, Characteristics of services- Product vs Services- Tangibility Spectrum; Services Sector in Indian Economy- Characteristics of Services Sector Industries.
Module 2	Consumer Behaviour in Services Context- Three stage model of Service consumption- Servuction Model - Expectation Development by Consumers- Zone of Tolerance- Determinants of Maximum Service Level, Minimum Service Level, Maximum and Minimum Service Levels, Service Perception; Market Segmentation in Services Sector – Undifferentiated marketing, differentiated marketing, Bases of Market Segmentation- Services Attributes and levels- Developing and effective positioning strategy.
Module 3	Service Demand Management: Demand Situation- Demand Patterns, Demand Variations- Demand Forecasting Methods- Demand Management –Capacity Management; Developing service products: Planning and creating service products- The flower of service - Branding service products and experiences - New Service Development-Steps in development of a New Service. The Service Product Mix- Service Differentiation-Service Lifecycle Management
Module 4	Managing the Customer Interface: Flowcharting customer service process- Service Blue prints – Physical Evidence- Servicescapes- Types of Servicescapes- Mehrabian-Russell Stimulus Response Model- Russel’s Model of Affect Servicescape Model- Dimensions of Service Environment- Service Quality Management- Service Perception – Determinants of Service Quality- Service Quality Audit- GAP Model of Service Quality- SERVQUAL- Total Quality Services Marketing- Service Excellence
Module 5	Delivery of Services: Delivering Service through intermediaries-distribution growth options- Internationalization in distribution. Service Failures and Recovery: Types of service encounters- Deviations in services - Types of service encounters - Customer response to failures - Service Failures - Failure types - Complaint Management- Service Recovery – Service Guarantee.

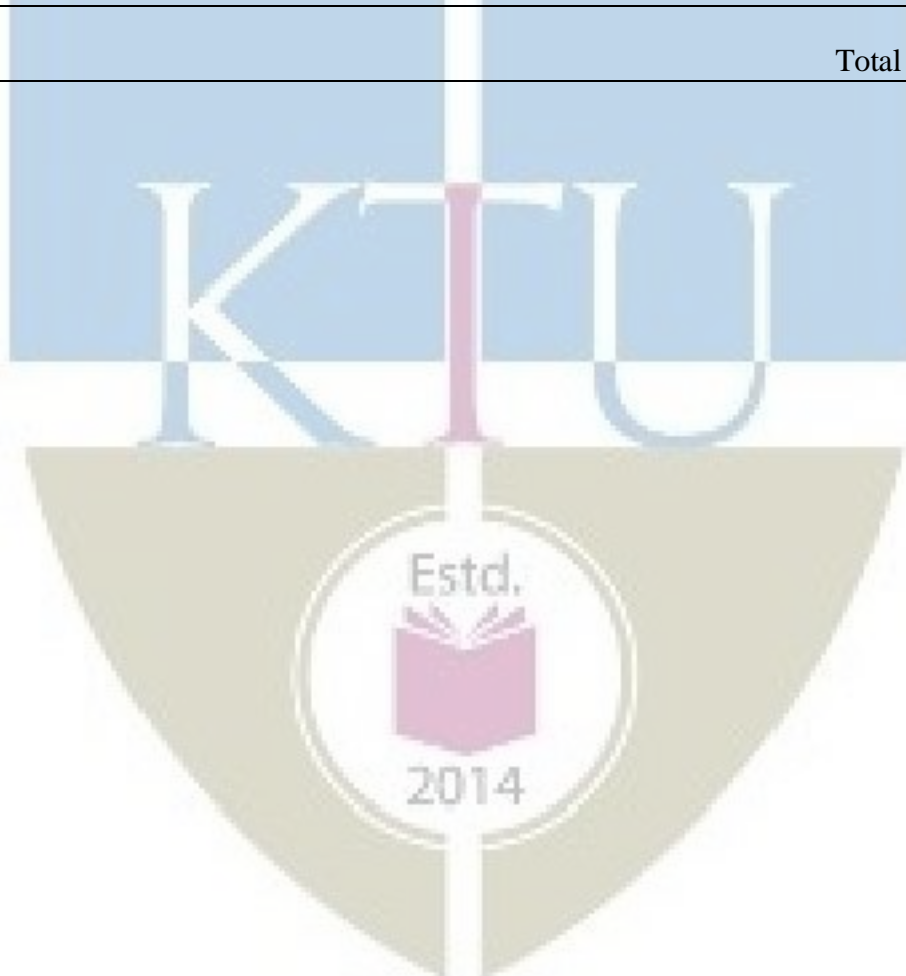
Text Book	
1. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: <i>Services Marketing: People, Technology and Strategy</i> , Pearson Education, 2011	
References and Suggested Readings	
1. K. Rama Mohana Rao, <i>Services Marketing</i> , Pearson Education, 2011.	
2. Harsh V Verma, <i>Services Marketing: Text and Cases</i> , Pearson Education, 2011	
3. Rajendra Nargundkar, <i>Services Marketing: Text and Cases</i> , McGraw Hill Education India Private Limited, 2003	

4. John E.G. Bateson and K. Douglas Hoffman, *Services Marketing*, Cengage Learning, 2012
5. C Bhattacharjee, *Services Marketing: Concepts, Planning and Implementation*, Excel Books, 2010
6. V. Zeithaml, Mary JB, Dwyane DG and Ajay Pandit, *Services Marketing: Integrating Customer Focus Across the Firm*, McGraw Hill Education India Private Limited, 2013
7. Leonard L Berry, *On Great Service: A Framework for Action*, The Free Press, 1995
8. Jauhari and Dutta, *Services: Marketing, Operations and Management*, Oxford University Press India, 2009
9. Lusch and Vargo, *The Service - Dominant Logic of Marketing: Dialog, Debate and Directions*, PHI Learning Private Limited, 2006...

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Understanding Service Products: New perspective on marketing in service industry	
1.1	Four board categories of services, Traditional marketing mix applied to Services	2 Hours
1.2	The extended services marketing mix for managing the customer interface	3 Hours
1.3	Characteristics of services- Product vs Services, Tangibility Spectrum	1 Hour
1.4	Services Sector in Indian Economy- Characteristics of Services Sector Industries.	1 Hour
2	Consumer Behavior in Services Context	
2.1	Three stage model of Service consumption- Servuction Model	2 Hours
2.2	Expectation Development by Consumers- Zone of Tolerance	1 Hour
2.3	Determinants of Maximum Service Level, Minimum Service Level, Maximum and Minimum Service Levels, Service Perception	2 Hours
2.4	Market Segmentation in Services Sector – Undifferentiated marketing, differentiated marketing, Bases of Market Segmentation- Services Attributes and levels	2 Hours
2.5	Developing and effective positioning strategy	1 Hour
3	Developing service products & Service Demand Management	
3.1	Planning and creating service products-The flower of service, Branding service products and experiences	1 Hour
3.2	Steps in development of a New Service	1 Hour
3.3	The Service Product Mix, Service Differentiation	1 Hour
3.4	Service Lifecycle Management.	1 Hour
3.5	Demand Situation- Demand Patterns, Demand Variations	1 Hour
3.6	Demand Forecasting Methods	1 Hour
3.7	Demand Management, Capacity Management	1 Hour

4	Managing the Customer Interface	
4.1	Flowcharting customer service process- Service Blue prints –	1 Hour
4.2	Physical Evidence- Servicescapes- Types of Servicescapes	1 Hour
4.3	Mehrabian-Russell Stimulus Response Model- Russel’s Model of Affect Servicescape Model- Dimensions of Service Environment	1 Hour
4.4	Service Quality Management- Service Perception – Determinants of Service Quality- Service Quality Audit- GAP Model of Service Quality- SERVQUAL	2 Hours
4.5	Total Quality, Services Marketing- Service Excellence	1 Hour
5	Delivery of Services& Service Failures and Recovery	
5.1	<i>Delivering Service</i> through intermediaries-distribution growth options	1 Hour
5.2	Internationalization in distribution.	2 Hours
5.3	Types of service encounters- Deviations in services - Customer response to failures - Service Failures.	2 Hours
5.4	Failure types - Complaint Management- Service Recovery	2 Hours
5.5	Service Guarantee.	1 Hour
	Total	36 Hours



Course Code	Course name	Category	L	T	P	Credit
20MBA259	INTEGRATED MARKETING COMMUNICATIONS	Elective	3	0	0	3

Preamble: The objective of the course is to understand the principles and practices of marketing communications, which involves the tools used by marketers to facilitate a managerial framework for integrated marketing communications planning.

Prerequisite: Nil

Course Outcomes (COs): After the completion of the course the student will be able to

CO 1	Explain the elements and planning process of integrated marketing communications.
CO 2	Evaluate the Integrated Marketing Communication Mix and establish monitoring, evaluation and control measures.
CO 3	Analyse the characteristics of Advertisements and Advertising Agency operations, and to assess the ethical and social impact of Marketing Communication.
CO 4	Compare the various media management styles and evaluate the importance of message strategy and message design in marketing communication.
CO 5	Elucidate the concepts of other elements of Marketing Communications Strategy and International Marketing communications and its influences on promotional activities.

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2	2	1	-
CO 2	3	2	1	1	1
CO 3	3	3	2	3	2
CO 4	3	3	2	2	2
CO 5	3	3	2	2	2

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.



Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA259 – INTEGRATED MARKETING COMMUNICATIONS

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. Discuss the importance of Media Reach.
2. Explain the role of e-commerce in marketing communication.
3. Give an account of the Elements of media strategy.
4. Briefly explain components of AIDA Model.
5. Enumerate the factors to be taken care of while designing an Advertisement Copy.

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks

6. a. Explain in detail Economic, Social and Legal implications of Advertising. (6)
 b. Describe the basic philosophy underlying integrated marketing communications (IMC), and discuss reasons why firms have not practiced IMC all along and why there is a reluctance to change. (4)
7. a. Distinguish between communication strategy and promotional strategy. (4)
 b. Discuss the various elements in the planning process of promotional strategy taking the example of any consumer durable product of your choice. (6)
8. a. Explain the different types of media and their characteristics available to advertisers. (6)
 b. Briefly explain the Message strategy design considerations for specialty goods. (4)
9. a. Compare and contrast the major differences between internet advertising and conventional form of mass advertising? Explain giving suitable examples. (6)
 b. Elucidate the criteria of selection and evaluation of advertising agency? (4)
10. a. Discuss the importance & factors affecting communication mix in present Indian Scenario with suitable examples. (4)
 b. Choose one of the following marketing communication functions, describe its features, processes, strengths and weaknesses, and its role in the field of integrated marketing communications. (6)
 a. Sales promotions b. Personal selling c. Direct marketing d. Sponsorship

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. Read the following case carefully and answer the questions given at the end:

M/S ABC, a major automobile firm in India and a leader in passenger car segment has recently launched an entry level car at a price of Rs. 2.50 Lakhs. The other two main competitors had also launched similar models earlier. These companies are coming out in mass media with comparative advertising suggesting how these models are superior to ABC's new launch. These companies are also offering attractive exchange offers and freebies corresponding to the festive season. Such aggressive moves by the competitors have negatively affected the expected sales of ABC's new launch.

Questions:

- a. Suggest a sales promotion strategy for ABC and give reasons for your recommendations. (10)
- b. Also suggest the other Marketing communication tools to ABC so as to build its market share. (10)



Estd.
2014

Syllabus	
Module 1	Introduction to Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC; Planning and organizing the Integrated Marketing Communication Processes.
Module 2	Developing a Theoretical understanding of Marketing Communications: Marketing Communications Mix; Factors Affecting Marketing Communications Mix; Marketing Communication Process; Models of Marketing Communications; Planning and Budgeting Process of Marketing Communications; Marketing Communications Research; Monitoring, Evaluation and Control of Integrated Marketing Communications; Measuring the Effectiveness of Marketing Communication elements; Role of E-Commerce in Marketing Communication;
Module 3	Advertising: Definition, Importance and Scope; Types of Advertising (Online & Offline); Advertising Planning and Objective; Budgeting; Creative Strategy, Tactics and Format Advertising Appeals, Advertising Execution Styles, Advertising campaigns; Ad Agency Functions; Types of Ad Agencies; Selection and Compensation of Ad Agencies; Advertising Research; Role of Ad Agencies and other Marketing Communication organizations, Client Agency Relationship; Advertising Management: Preparation and Choice of Methods of Advertising Budget. Regulation of Advertising and Promotion: Self and State regulation, Social, Ethical and economic aspects of Marketing Communication; Legal and Regulatory Aspects of IMC;
Module 4	Message Strategy: Creativity, The Creative Process, Creative strategy development- Copy Platform, Creative Strategy, Implementation and Evaluation; Message Design: The Creative concept development; the creative processes of the different forms of IMC; AIDA model; Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Evaluation of Creative Strategy/work. Campaign Planning: Message Creation, Copywriting. Media Management: Media Types and their characteristics; Setting Media objectives; Considering key media concepts; Media planning; Media strategy; Emerging Concepts and Issues in Marketing Communications Sponsorship;
Module 5	Other elements in Marketing Communications Strategy: Below-the-line Communications, Sales Promotion, Public Relation, Event management, Publicity, Corporate Communication. Corporate Advertising, Direct Marketing, Personal Selling; International Marketing Communication: Role of international marketing communication in international marketing, Cultural and other differences, Global Vs. localized marketing communications, Organizing for international marketing communication;

Text Book
<ol style="list-style-type: none"> 1. Purani, K., Belch, G. E., & Belch, M. A. (2013), <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. Tata McGraw-Hill. 2. Dutta K. (2016), <i>Integrated Marketing Communications</i>. Oxford University Press
References and Suggested Readings
<ol style="list-style-type: none"> 1. Blair, M., Armstrong, R. and Murphy, M. (2003), <i>The 360 Degree Brand in Asia: Creating More Effective Marketing Communications</i>, Singapore: John Wiley & Sons. 2. Clow, K. E. (2004). <i>Integrated advertising, promotion, and marketing communications</i>. Pearson Education India. 3. Smith, P. R., & Taylor, J. (2004). <i>Marketing communications: an integrated approach</i>. Kogan Page Publishers. 4. Andrews, J. C., & Shimp, T. A. (2017). <i>Advertising, promotion, and other aspects of integrated marketing communications</i>. Cengage Learning. 5. Jain, S. (2008). <i>Integrated Marketing Communication: Trends and Innovations</i>. Global India Publications. 6. Kazmi, S. H. H., & Batra, S. K. (2009). <i>Advertising and sales Promotion</i>. Excel Books India. 7. Shah, K., & D'Souza, A. (2009). <i>Advertising & Promotions an IMC Perspective</i>. Tata McGraw-Hill 8. Jethwaney, J. N., & Jain, S. (2012). <i>Advertising management</i>. Oxford University Press.

Course Contents and Lecture Schedule

No.	Topic	No. of Lectures
1	Introduction to Integrated Marketing Communication (IMC)	
1.1	Marketing Communication, Objectives of Marketing Communication	2 Hours
1.2	Factors contributing to IMC, Participants in IMC	2 Hours
1.3	Planning and organizing the Integrated Marketing Communication Processes	2 Hours
2	Developing a Theoretical understanding of Marketing Communications	
2.1	Marketing Communications Mix; Factors Affecting Marketing Communications Mix	1 Hour
2.2	Marketing Communication Process; Models of Marketing Communications; Planning and Budgeting Process of Marketing Communications	2 Hours
2.3	Marketing Communications Research; Monitoring, Evaluation and Control of Integrated Marketing Communications	2 Hours
2.4	Measuring the Effectiveness of Marketing Communication elements; Role of E-Commerce in Marketing Communication	1 Hour
3	Advertising	

3.1	Importance and Scope; Types of Advertising (Online & Offline); Advertising Management: Preparation and Choice of Methods of Advertising Budget	2 Hours
3.2	Advertising Planning and Objective: Creative Strategy, Tactics and Format Advertising Appeals, Advertising Execution Styles, Advertising campaigns;	2 Hours
3.3	Ad Agency Functions; Types of Ad Agencies; Selection and Compensation of Ad Agencies; Advertising Research; Role of Ad Agencies and other Marketing Communication organizations, Client Agency Relationship	2 Hours
3.4	Regulation of Advertising and Promotion: Self and State regulation, Social, Ethical and economic aspects of Marketing Communication; Legal and Regulatory Aspects of IMC	2 Hours
4	Message Strategy and Media Management	
4.1	Creativity, The Creative Process, Creative strategy development- Copy Platform, Creative Strategy, Implementation and Evaluation	2 Hours
4.2	The Creative concept development; the creative processes of the different forms of IMC; AIDA model; Creative planning, creative strategy development, Communications appeals and execution,	2 Hours
4.3	Message strategy design considerations, Source of the message, Message integration, Evaluation of Creative Strategy/work. Campaign Planning: Message Creation, Copywriting	2 Hours
4.4	Media Types and their characteristics; Setting Media objectives; Considering key media concepts; Media planning; Media strategy; Emerging Concepts and Issues in Marketing Communications Sponsorship	2 Hours
5	Other elements in Marketing Communications Strategy	
5.1	Sales Promotion, Public Relation, Direct Marketing, Personal Selling	2 Hours
5.2	Event management, Publicity, Corporate Communication. Below-the-line Communications Corporate Advertising,	2 Hours
5.3	International Marketing Communication: Role of international marketing communication in international marketing, Cultural and other differences,	2 Hours
5.4	Global Vs. localized marketing communications, Organizing for international marketing communication;	2 Hours
Total Hours		36 Hours

Course Code	Course Name	Category	L	T	P	Credit
20MBA261	MARKETING RESEARCH	Elective	3	0	0	3

Preamble: Marketing Research is a powerful mechanism that helps to provide key insights and information to the business decisions. The majority of product or company failures come from the fact that little to no marketing research was done beforehand. Marketing Research is the process of gathering, recording, analysing and reporting qualitative and quantitative data in the domain of marketing. This course will provide a platform for the students to learn and implement the methodologies and techniques in the field of marketing research. The syllabus is designed with the intention to practice the students to be successful marketing researcher.

Prerequisite: Nil

Course Outcomes (COs): After the completion of the course the student will be able to

CO 1	Explain the fundamentals of Marketing Research
CO 2	Identify the research design and techniques
CO 3	Classify the sampling techniques, scales and measurement
CO 4	Justify the data collection instrument and hypotheses
CO 5	Apply the research tools and techniques in the area of marketing

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2	1	2	2
CO 2	3	3	2	3	3
CO 3	2	2	1	3	3
CO 4	2	2	2	3	2
CO 5	1	1	1	3	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA261– MARKETING RESEARCH

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. Define Marketing Research.
2. Write short note on research design.
3. Define sampling.
4. What is data instrument?
5. List the importance of project report.

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks

- 6 a. Explain the role of marketing research in decision making. (5)
b. Illustrate the marketing information system. (5)
- 7 a. Determine the role of secondary data in marketing research. (4)
b. Explain the qualitative research techniques. (6)
- 8 a. Describe the types of scaling. (5)
b. Explain the components of measurement (5)
- 9 a. Explain the process of questionnaire design. (4)
b. Illustrate non-parametric tools for testing hypotheses. (6)
- 10 a. Explain the elements of quality project report. (5)
b. Describe the layout of report writing. (5)

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. You have been appointed as marketing researcher in a Luxury Goods company. Apply tools and techniques to conduct research on social media marketing and develop research report.

(1x20 marks = 20 marks)

Syllabus	
Module 1	<p>Fundamentals of Marketing Research Marketing Research–Meaning and Definition, Scope, Importance, Classification, Functions, Marketing Research Process, Role of Marketing Research in Decision Making – Marketing Information System, Marketing Decision Support System, Marketing Research Industry, Status of Marketing Research Industry in India, The International Marketing research, Challenges.</p>
Module 2	<p>Research Design and Data Source Research Design – Concept, Types of Research Design- Exploratory Research, Descriptive Research, Causal Research Design, Qualitative Research Techniques. Sources of Data–Secondary Data–Internal Sources, External Sources, International Secondary Data, Role of Secondary Data in Marketing Research, Primary Data – Survey and Observation, Experimentation.</p>
Module 3	<p>Sampling and Scaling Sampling – Meaning, Basic Concepts, Methods – Probability Sampling Methods, Non– probability Sampling Methods, Online Sampling Techniques, Determination of Sample Size. Scaling – Definition, Types of Scaling, Measurement – Concept, Scale of Measurement, Components of Measurement, Measurement Development</p>
Module 4	<p>Data Instrument and Hypotheses Testing Data Instrument – Questionnaire – Meaning, Nature, Designing Questionnaire, Questions Content, Question Phrasing, Response Format, Questions Sequence, Physical Characteristics of the Questionnaire, Pre-test. Hypotheses Testing - Meaning, Setting Hypothesis, Techniques for Testing Hypotheses – Parametric Tests and Non-Parametric Tests, Statistical Software.</p>
Module 5	<p>Research Report and Applications Research Report – Concept, Importance of Report Presentation, Elements of Quality Report, Report Layout. Applications of Marketing Research – Product Research, Advertising Research, Market and Sales Analysis Research, Marketing Research and Social Media Marketing, Branding Research, Recent Trends in Marketing Research</p>
Text Books	
<ol style="list-style-type: none"> 1. Alvin C. Burns, Ann Z Veek, Ronald F. Bush (2017). <i>Marketing Research, Eighth Edition</i>, Pearson Publication. 2. Naresh K Malhotra, Saty Abhusan Dash. (2017). <i>Marketing Research- An Applied Orientation</i>, Pearson Publication 	
References and Suggested Readings	
<ol style="list-style-type: none"> 1. Donald S Tull, Dell I. Hawkins. (2011). <i>Marketing Research- Measurement and Method, 6e</i>, PHI Learning Private Ltd. 2. Paul E. Green and Donald S. Tull, <i>Research for Marketing Decisions</i>, PHI Learning Private Limited. 3. Harper W. Boyd, Ralph Westwall, Stanley F. Stasch (2014), <i>Marketing Research – Text and Cases</i>, AITBS Publishers, India. 4. Rajendra Nargundkar (2008), <i>Marketing Research:Text and Cases</i>, McGraw-Hill Edn. 5. Mustafa A., (2012), <i>Marketing Research – Text and Cases</i>, AITBS Publishers. 	

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Fundamentals of Marketing Research	
1.1	Marketing Research	3 Hours
1.2	Role of Marketing Research in Decision Making	2 Hours
1.3	Marketing Research Industry	2 Hours
2	Research Design and Data Source	
2.1	Research Design- concept, types of research design	3 Hours
2.2	Secondary Data- sources of data, role in marketing research	2 Hours
2.3	Primary Data- survey and observation, experimentation	2 Hours
3	Sampling and Scaling	
3.1	Sampling- Concept, Methods of sampling	3 Hours
3.2	Scaling – Definition, Types of scaling	2 Hours
3.3	Measurement- concept, components, measurement development	2 Hours
4	Data Instrument and Hypotheses Testing	
4.1	Data Instrument – Questionnaire	2 Hours
4.2	Hypotheses Testing	3 Hours
4.3	Statistical Software	2 Hours
5	Research Report and Applications	
5.1	Research Report	2 Hours
5.2	Applications of Marketing Research	3 Hours
5.3	Marketing Research and Social Media Marketing	3 Hours
	Total	36 hours



Course Code	Course Name	Category	L	T	P	Credit
20MBA263	RETAIL MANAGEMENT	Elective	3	0	0	3

Preamble: The objective of this course is to familiarize the students with basic operational practices and concepts associated with modern retail organizations. The course also intends to ensure that the students understand the importance of total retail experience, customer service, and relationship retailing.

Prerequisite: NIL

Course Outcomes: After the completion of the course the student will be able to

CO1	Recall the basic concepts pertaining to retail and its operations
CO2	Explain the strategies and decisions involved in locating a retail store and its operations
CO3	Analyze the various decision relating to the operations of retail store
CO4	Evaluate the retail strategy involved in successful store operations pertaining to Indian concepts
CO5	Develop the merchandise management plans and pricing strategies

Mapping of course outcomes with program outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	3
CO3	3	3	2	3	3
CO4	3	3	2	3	3
CO5	2	3	2	2	2

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.



Model Question paper
APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD SEMESTER MBA DEGREE EXAMINATION
20MBA263 – RETAIL MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. Define life cycle in Retail
2. E-Retailing
3. What is the relevance of visual merchandising in retail?
4. What are the key drivers of retail chain in India?
5. Define Wheel of retailing

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks

6. a. Illustrate the challenges faced by retailers worldwide. (5)
 b. How will you outline strategies to overcome them? (5)
7. “Explain a non-store-based strategy adopted by Fashion boutique (10)
8. Discuss the elements of store design (10)
9. Develop a retail promotion mix for each of the following,
 a. A new fast-food chain
 b. An exclusive luxury furniture brand (10)
10. Discuss the various factors to be considered for selecting a location for starting a retail store. (10)

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

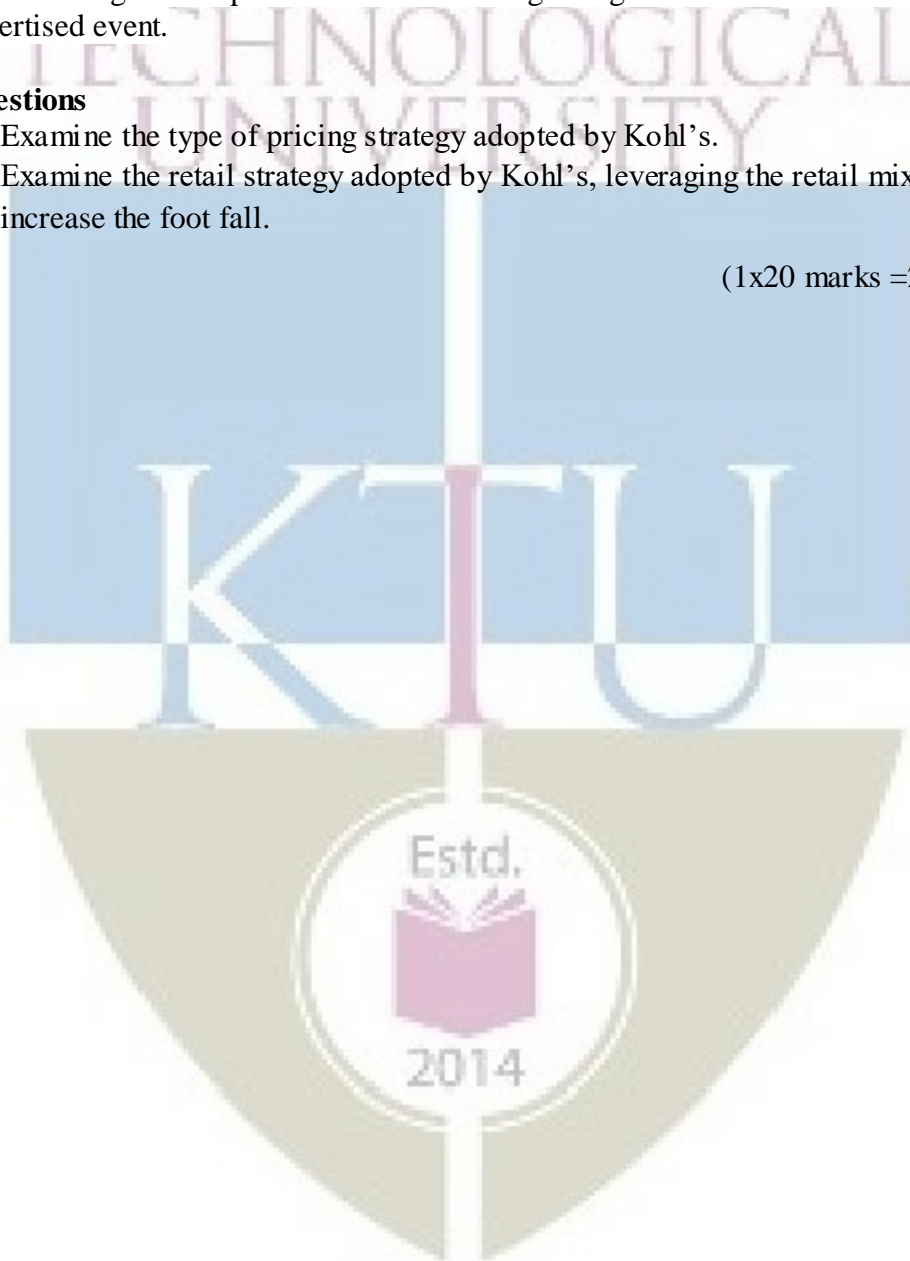
11. Kohl’s is a popular general merchandise retailer capitalizing on its quality goods. Key components of its approach include: the sale of moderately priced private-label merchandise; exclusive and national brand apparel; and footwear and accessories for women, men & children. Kohl’s has a consistent merchandise mix across all its stores. At Kohl’s they believe their purpose is to inspire and empower families to lead fulfilled lives. They want their customers to support the causes they care about, and Kohl’s in-turn makes it easy for them.

Kohl's works hard to provide low prices on this Site as well as in Kohl's stores. However, merchandise and promotional offers available online at Kohls.com may vary from those offered in Kohl's stores. Prices and availability are subject to change without notice. "Sale" prices and percentage savings offered by Kohl's are discounts from Kohl's "Regular" or "Original" prices. The "Regular" or "Original" price of an item is the former or future offered price for the item or a comparable item by Kohl's or another retailer. Actual sales may not have been made at the "Regular" or "Original" prices, and intermediate markdowns may have been taken. "Original" prices may not have been in effect during the past 90 days or in all trade areas. Merchandise on this Web site could be offered at the same or lower "Sale" prices during future promotional events beginning on or after the last day of this advertised event.

Questions

1. Examine the type of pricing strategy adopted by Kohl's.
2. Examine the retail strategy adopted by Kohl's, leveraging the retail mix to increase the foot fall.

(1x20 marks =20 marks)



Syllabus	
Module 1	Retail Management: Rise of the retailer, Growth of global retail market, Challenges Faced by Retailers World Wide; Theories of Retail Development: Evolution of Retail Formats, Theories of Retail Development, Lifecycle in Retail, Understanding Retail Formats, Non- store and Non-Traditional Retail Formats, Service Retail.
Module 2	<i>Retailing in India</i> : Evolution of Retail in India, Traditional business models in Indian Retail, Drivers of Retail Change in India, Size of Retail in India, Key sectors in Indian Retail, Foreign Direct Investment in Indian Retail, Rural Retailing in India. <i>Strategic Planning in Retailing</i> : Situational Analysis, Objectives, Identification of Consumer Characteristics and Needs, Overall Strategy, Control & Feedback.
Module 3	<i>Retail Institution by Ownership</i> : Independent, Chain, Franchising, Leased Department, Vertical Marketing System, Consumer Cooperative, Horizontal Marketing System. Retail Institution by Store-Based Strategy Mix: The Wheel of Retailing, Scrambled Merchandising, The Retail Life Cycle. Web, Non-Store Based, and other Forms of Traditional Retailing: Direct Marketing, Direct Selling, Vending Machines, E-Retailing, Other Non-Traditional Forms of Retailing. Targeting Consumers and Gathering Information – Identifying and Understanding Consumers, Consumer needs and desires, Shopping Attitudes and Behaviour
Module 4	<i>Choosing a Store Location</i> : Trading- Area Analysis, Characteristics of Trading Area; <i>Site Selection</i> – Types of Location, Location and Site Evaluation; Store design objectives, Store design elements, Visual merchandising, Creating an appealing store atmosphere, Strategic advantage through customer service, Customer service quality, Service recovery <i>Store Management</i> : Retail Business –HRM in Retail Organization, Financial Management in Retailing-Profit Planning, Asset Management and Budgeting, , Compensating and rewarding store employees.
Module 5	<i>Merchandise Management and Pricing</i> : Merchandising Philosophy, Buying organization format and process, Devising Merchandising Plans, Category Management, Implementing Merchandise Plans, Logistics, Inventory Management, External Factors Affecting Retail Price Strategy, Developing a Retail Price Strategy. Promotional Strategy: Elements of Retail Promotional Mix, Planning a Retail Promotional Mix

Text Books

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| <ol style="list-style-type: none"> 1. Barry Berman, Joel Evans and Mini Mathur, (2016). <i>Retail Management: A Strategic Approach, 11th Edn.</i>, Pearson 2. Swapna Pradhan, (2012). <i>Retail Management: Text and Cases, 4th Edn.</i> McGraw-Hill |
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1. Bajaj, Tuli and Srivastava, *Retail Management*, New Delhi: Oxford University Press.
2. Gibson G. Vedamani, *Retail Management*, Mumbai: Jaico Publishing House.
3. Lewison, D. M. and Delozier, W. M., *Retailing*, Columbus: Merrill Publishing Co.
4. Dunne Patrick M., Lusch Robert F, Griffith David A, (2002) *Retailing*, 4th Ed, Thomson South Western
5. Levy Michael, Weitz Barton A. (2001) *Retailing Management*, (5thEdn) McGraw-Hill.
6. Sinha Piyush Kumar and Uniyal Dwarika, (2005) *Retail Management - An Asian Perspective*, Thomson Learning, Singapore.
7. Gerasimos Marketos, Evangelos E. Kotsifakos and Yannis Theodoridis, *Rethinking Decision Making: Measuring and Managing Performance*, <http://infolab.cs.unipi.gr/pubs/confs/NTmarketing07.pdf>
8. *Types of Retail Locations*, http://retail.about.com/od/location/a/retail_location.htm
9. *Retail Location Strategies*, <http://www.ccim.com/cire-magazine/articles/retail-location-strategies>
10. *Ethical and Legal Issues in Retailing*, <http://www.icmrindia.org/courseware/Retail%20Management/Ethical-Legal%20Issues-Retailing.htm>

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Introduction to Retail Management	
1.1	Rise of the retailer, Growth of global retail market	2 Hours
1.2	Challenges Faced by Retailers World Wide, Theories of Retail Development: Evolution of Retail Formats, Theories of Retail Development, Lifecycle in Retail,	3 Hours
1.3	Understanding Retail Formats, Service Retail	2 Hours
2	Retailing in India	
2.1	Evolution of Retail in India, Traditional business models in Indian Retail, Drivers of Retail Change in India, Size of Retail in India, Key sectors in Indian Retail	3 Hours
2.2	Foreign Direct Investment in Indian Retail, Rural Retailing in India.	2 Hours
2.3	Strategic Planning in Retailing: Situational Analysis,	3 Hours
3	Retail Institution	
3.1	Ownership	2 Hours
3.2	Store Based, and other Forms of Traditional Retailing	3Hours
3.3	Non-Store Based	2Hours
4	Choosing a Store Location:	
4.1	Store design elements, Visual merchandising	2 Hours
4.2	Customer service quality, Service recovery	2 Hours
4.3	Store Management -HRM in Retail Organization, Financial Management in Retailing	2 Hours
5	Merchandise Management and Pricing	
5.1	Merchandising Philosophy, Buying organization format and process	2 Hours
5.2	Logistics, Retail Price Strategy.	3 Hours
5.3	Retail Promotional Strategy	3 Hours
	Total	36 Hours

Course Code	Course Name	Category	L	T	P	Credit
20MBA265	SALES & DISTRIBUTION MANAGEMENT	Elective	3	0	0	3

Preamble: The main objective of the course is to impart skills and knowledge needed to manage sales force and distribution function so as to gain a competitive advantage. As a successful marketer, the sales and distribution function need to be properly managed which incorporates understanding of various concepts the course aims to provide to the student participants. The unique mixture of theory and practice incorporated in the course helps the students to understand the different paradigms and to practically implement it during their stint as a sales person. On completion of the course, the students are expected to be familiar with the concepts and framework of Sales and Distribution and a conceptual clarity on selling process, distribution system which shall be a value addition.

Prerequisite: NIL

Course Outcomes: After the completion of the course the student will be able to:

CO1	Apply knowledge of management theories and practices to solve business problems
CO2	Foster Analytical and critical thinking abilities for data-based decision making.
CO3	Ability to develop Value based Leadership ability
CO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business
CO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	1	1	2	2
CO 2	1	3	1	2	2
CO 3	1	2	2	-	1
CO 4	1	1	2	2	-
CO 5	2	-	3	2	-

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

FOURTH SEMESTER MBA DEGREE EXAMINATION

20MBA265 SALES & DISTRIBUTION MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. List any two objectives of sales management
2. What is meant by Line and Staff sales organization?
3. What is the relevance of sales quotas?
4. Enumerate the steps in Personal selling
5. What is Logistics?

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks

6. a. Illustrate the challenges of sales managers (4)
b. How is it different from other departmental roles? (6)
7. a. What is meant by top down approach in budgeting (5)
b. How can one choose among the right approach for budgeting? (5)
8. a. What is a sales territory? (3)
b. Good territorial designs help in low selling expenses. Substantiate (7)
9. a. Explain the role of intermediaries (4)
b. What is Channel conflict? (6)
10. a. What is the role of Physical distribution in sales? (5)
b. How can logistics take a customer centric approach? (5)

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

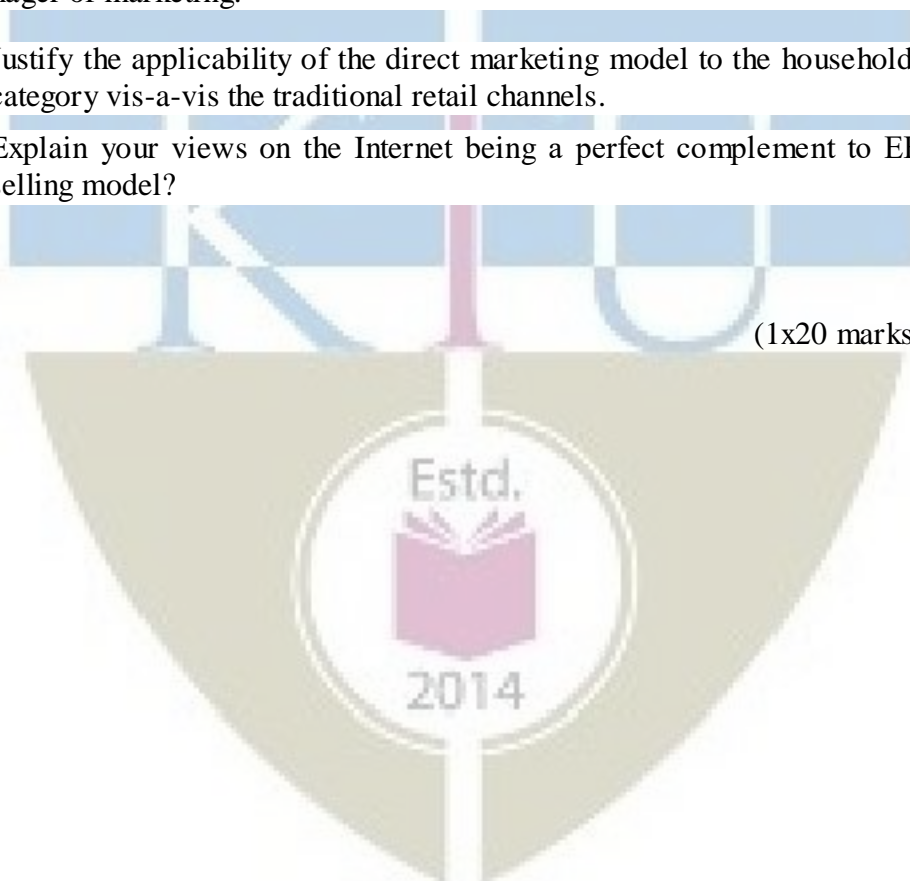
11. **Eureka Forbes - Moving beyond Direct Selling:** According to a report, members of India's top socio-economic class spent an average of 87 minutes each day on the Internet et Eureka Forbes's digital initiative in motion, compelling Shroff's (Marzin Shroff, CEO of direct sales and senior vice-president of marketing) team to consider two strategic initiatives. "[First,] how do we stay relevant to the consumer of tomorrow and, second, how do we expand our presence in person-to-person selling?" Shroff says. "There was definite need to imbibe new technology." Until then, all the

consumer durables company had was a basic website. Eureka Forbes focused solely on its direct sales model with its iconic Eurochamp, “the friendly man from Eureka Forbes,” going door-to-door selling the firm’s primary products - water purifiers and vacuum cleaners, which respectively account for 75% and 22% of the company’s sales.

Eureka Forbes, a Shapoorji Pallonji Group company (the younger son has recently been appointed heir to Tata Group chairman Ratan Tata), was started in 1982 as a joint venture between Electrolux of Sweden and the Forbes Group of India. Goklaney, who has been with the company since 1987, spearheaded the then floundering firm’s growth story from a single office in Mumbai with 20 sales representatives to a US\$250 million organization with a presence in 590 cities and towns across India. Its 7,500-strong sales force, the largest direct-selling sales force in Asia, knocks on over 60 million doors a year. But EFL’s traditional model needed a digital impetus. “We needed to generate more demo requests for our Eurochamps, reach out to the younger generation as they are spending an increasing amount of time on the Internet and ride the e-commerce wave coming into the country,” says Siddhartha Singh, Senior manager of marketing.

1. Justify the applicability of the direct marketing model to the household appliances category vis-a-vis the traditional retail channels.
2. Explain your views on the Internet being a perfect complement to EFL’s direct-selling model?

(1x20 marks =20marks)



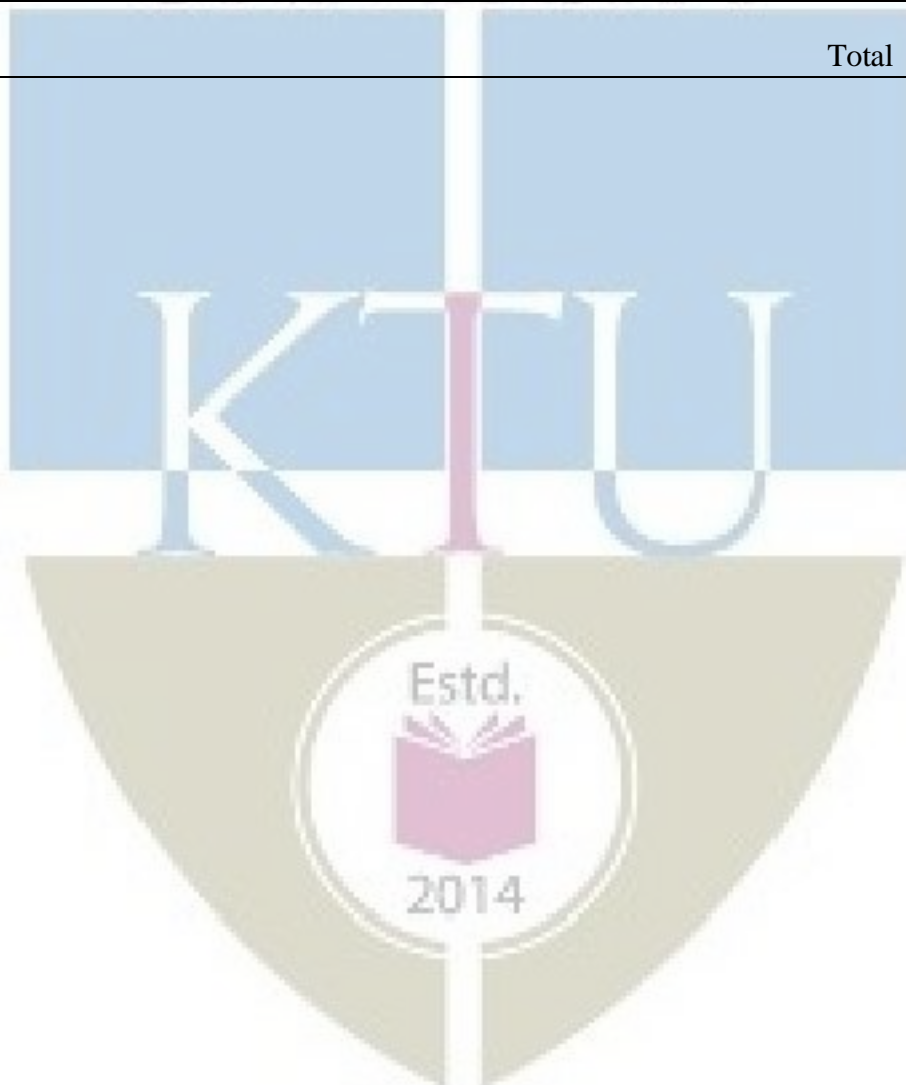
Syllabus	
Module 1	<p>Overview of Sales Management & Understanding Personal Selling and Sales Force Management</p> <p>Overview of Sales Management - Role of Sales Management in Marketing, Role of Sales Management in Marketing Strategy Development, Nature and Responsibilities of Sales Management, Careers in Sales Management, Modern Roles and Required Skills for Sales Managers</p> <p>Understanding Personal Selling and Sales Force Management: Approaches to Personal Selling, Process of Personal Selling, Automation in Personal Selling, Organization Design and Staffing, Sales Planning, Time and Territory Management, Managing the Sales Force</p>
Module 2	<p>Selling Process and Sales Organization & Channel management:</p> <p>Selling Process and Sales Organization: Prospecting, Pre approach, Approach, Presentation, Objection Handling, Sales Close, Sales Organization Design</p> <p>Channel management- Marketing Channels, Designing Channels, Selection and Recruitment of Channel Partners,</p> <p>Channel Motivation, Channel Relationships Management, Channel Evaluation, Information Systems for Channels</p>
Module 3	<p>Sales force control system & New Trends in Sales Management:</p> <p>Sales force control system: Sales Quota setting, Sales Territory, Sales Budget, Sales Analysis and Audit and evaluating sales person performance</p> <p>New Trends in Sales Management- Sales Management Information System, Relationship Marketing, Role of Ecommerce in Selling, International Sales Management, Challenges Faced by International Sales Managers</p>
Module 4	<p>Distribution Planning and Control: Role and Function of Intermediaries; Selection and Motivation of Intermediaries; Distribution Analysis; Control and Management; Channel Dynamics – Vertical Marketing Systems; Horizontal Marketing Systems; Multichannel Marketing Systems; Channel Conflict and Management</p>
Module 5	<p>Distribution System and Logistics: Physical Distribution System – Decision Areas; Different Modes of Transport in India; Their Characteristics; Logistics- Functional Areas of Logistics; Logistics Integration for Customer Satisfaction; Distribution Costs; Control and Customer Service; Supply Chain Management (SCM); Integration of Sales and Distribution Strategy.</p>
Text Book	
<p>1. Still, R. R. & Cundiff, E. W., Govoni, N. A. P. <i>Sales Management</i>. Pearson Education, 2007</p>	
References and Suggested Readings	
<p>1. Pingali Venugopal, <i>Sales and Distribution Management</i>, SAGE Response, 2008</p> <p>2. Tapan K Panda and Sunil Sahadev: <i>Sales and Distribution Management</i>: Oxford University Press, 2011</p> <p>3. Coughlan A.T., Anderson E., Stern L.W and Ansary A.E. (2001), <i>Marketing Channels</i>, Pearson Education, 2007</p> <p>4. Still, Cundiff and Govoni: <i>Sales Management</i>, PHI, 2008</p>	

5. Rosann Spiro, Stanton, William J. and Gergory Rich, *Management of Sales Force*. McGraw Hill Education India Private Limited, 2003
6. Spiro, R, *Management of a Sales Force*, McGraw Hill Education India Private Limited, 2015
7. Gary Gagliardi and Sun Tzu, *Sales Management Strategy: Sun Tzu's The Art of War for Sales Force Success, (Kindle edition)*, Clearbridge Publishing, 2012
8. Tony Carter, *Sales Force Management: A Contemporary Approach*, Jaico Publishing House, 2008
9. Mukesh Bhatia, *Sales Force Management: Creating & Controlling Winning Sales Teams*, Regal Publications, 2014

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Overview of Sales Management & Understanding Personal Selling and Sales Force Management	
1.1	Role of Sales Management in Marketing, Role of Sales Management in Marketing Strategy Development, Managers	1 Hour
1.2	Nature and Responsibilities of Sales Management	1 Hour
1.3	Careers in Sales Management	1 Hour
1.4	Modern Roles and Required Skills for Sales	1 Hour
1.5	Three stage model of Service consumption- Servuction Model	1 Hour
1.6	Approaches to Personal Selling, Process of Personal Selling, Automation in Personal Selling,	1 Hour
1.7	Organization Design and Staffing	1 Hour
1.8	Sales Planning, Time and Territory Management, Managing the Sales Force	1 Hour
2	Selling Process and Sales Organization & Channel Management	
2.1	Prospecting, Pre approach, Approach	1 Hour
2.2	Presentation, Objection	1 Hour
2.3	Handling, Sales Close	1 Hour
2.4	Sales Organization Design	1 Hour
2.5	Marketing Channels, Designing Channels	1 Hour
2.6	Selection and Recruitment of Channel Partners, Channel Motivation	1 Hour
2.7	Channel Relationships Management, Channel Evaluation, Information Systems for Channels	1 Hour
3	Sales force control system & New Trends in Sales Management	
4.1	Sales Quota setting, Sales Territory	1 Hour
4.2	Sales Budget, Sales Analysis and Audit	1 Hour
4.3	Evaluating sales person performance	1 Hour
4.4	Sales Management Information System, Relationship Marketing, Role of Ecommerce in Selling	1 Hour
4.5	International Sales Management	1 Hour
4.6	Challenges Faced by International Sales Managers	1 Hour
4	Distribution Planning and Control	

5.1	Role and Function of Intermediaries; Selection and Motivation of Intermediaries	2 Hours
5.2	Distribution Analysis; Control and Management	2 Hours
5.3	Channel Dynamics – Vertical Marketing Systems; Horizontal Marketing Systems; Multichannel Marketing Systems	2 Hours
5.4	Channel Conflict and Management	2 Hours
5	Distribution System and Logistics	
4.1	Physical Distribution System – Decision Areas; Different Modes of Transport in India; Their Characteristics	1 Hour
4.2	Logistics- Functional Areas of Logistics; Logistics Integration for Customer Satisfaction	1 Hour
4.3	Distribution Costs; Control and Customer Service	1 Hour
4.4	Supply Chain Management (SCM)	2 Hour
4.5	Integration of Sales and Distribution Strategy.	2 Hour
	Total	36 Hours



Course Code	Course Name	Category	L	T	P	Credit
20MBA267	BRAND MANAGEMENT	Elective	3	0	0	3

Preamble: This course intends to create awareness so as to enable the use of branding as a key differentiator. This course is designed to get familiarized with the different contemporary branding theories and practices.

Prerequisite: Nil

Course Outcomes (COs): After the completion of the course the student will be able to

CO 1	Explain the Branding concepts and the various implications of Strategic Brand decisions
CO 2	Examine the methods for choosing brand elements and in building and assessing brand equity models
CO 3	Evaluate Brand Positioning and values, and to appraise the planning and implementation strategies of Brand Marketing Programmes
CO 4	Assess the various methods of measuring and interpretation of Brand Performance and the applications of sustaining Brand Equity in Organizations
CO 5	Analyze global business opportunities and its implications on a firm's product and branding strategy and to identify the concepts and tools for managing brands over time

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2	2	1	-
CO 2	3	2	1	1	1
CO 3	3	3	2	2	2
CO 4	3	3	2	2	2
CO 5	3	3	2	3	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

SEMESTER MBA DEGREE EXAMINATION

20MBA267 – BRAND MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. What are the different types of co-branding?
2. Differentiate between revitalization and reinforcement of the brands.
3. What are the various symbols used in branding? What should be the elements of good symbol?
4. Identify the steps in the strategic brand management process.
5. How would you select brand elements and their role in brand building?

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks

6. (a) Define the different types of brand extensions.
(b) Summarize how consumers evaluate extensions and how extensions contribute to parent brand equity.
7. (a) What is Brand Equity? Explain with examples how brand equity is built through different brand management methods.
(b) Elucidate on how effective launching brand extensions can be done by parent brands.
8. (a) Positioning the image of brand in the mind of customers is an art “do you agree with the statement?
(b) Discuss with examples how would you differentiate it with re-launch of brand?
9. (a) Critically examine the branding strategies for global markets in detail.
(b) Outline the main advantages and disadvantages of developing a standardized global marketing program.
10. (a) Summarize the guidelines for developing a good brand portfolio.
(b) Discuss what factors contribute to the success or failure of a brand in the marketplace by picking up one example each from an FMCG and Consumer Electronics your choice.

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. Case Study:

Mother Dairy Fruits & Vegetables, a company with a billion dollar (Rs. 4,200 crore) turnover, has been a well-established player in NCR. known for products the firm has been largest seller of milk in NCR, with 65% of the revenue being contributed by milk. Amul entered Delhi market five years back and in 2011 with in a span on 4 years it defeated mother dairy in terms of market share. Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40%. This spoils the taste of the product. Also, Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country. Their capacity to develop products and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years. Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy. They plan to increase their capacity and also expand procurement of the milk. One of the regions because consumer shifted to Amul has been difference in the taste of the milk. Amul milk is fresh whereas a portion of mother dairy milk is reconstituted. Mother dairy sells through its own outlets and home delivery is not possible whereas Amul used channel and home delivery of the milk is possible. Mother dairy milk price has been less than the price of Amul milk, still a huge number of mother dairy loyal moved to Amul. Now, 'Mother dairy' is restructuring its strategy and systems to combat Amul.

Questions:

- a) Explain the brand strategy of Mother Dairy and what challenges you foresee for the firm. (10 Marks)
- b) What suggestions can you offer to revitalize its brand equity? Apply the different approaches and which strategies would seem to work best? (10 Marks)

Syllabus	
Module 1	<p>Introduction to Brand Management: Brand, Brand elements, Branding Challenges and Opportunities; Brand equity concepts; Brand concepts: Brand value, Brand Identity, Brand personality, Brand image; Strategic brand Management Process.</p> <p>Brand strategy decisions: Sustaining a brand long-term, Branding at different stages of market; Brand Architecture, Multi-Brand Portfolio.</p>
Module 2	<p>Managing Brand Equity: Choosing brand elements to build brand equity – Building a strong brand: The four steps of brand building, Customer based brand equity – Understanding and Measuring brand equity using Aaker, Keller, Kapferer, Young and Rubicam, Interbrand methodologies (methods of brand valuation); Monitoring brands; Sources of brand equity (Brand Awareness, Brand personality, Brand loyalty, perceived quality, brand associations); The Brand Report Card; Managing Brand Extensions.</p>
Module 3	<p>Identifying and Establishing Brand Positioning and Values: Sources of brand equity, Identifying and establishing brand positioning, Defining a brand mantra, Brand repositioning; Brand resonance and the brand value chain.</p> <p>Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of Integrated Marketing Communication for Brand Building, Leveraging Secondary Brand Associations to Brand building.</p>
Module 4	<p>Measuring & Interpreting Brand Performance: Developing A Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity; Measures – The Brand Equity Ten, Brand value based upon future earnings.</p> <p>Growing and Sustaining Brand Equity: Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Co-branding; Brand revitalizing; Brand Systems Audit.</p>
Module 5	<p>Managing brands across geographical boundaries: Global branding strategies – global brand planning process, creating cross-country synergy; Special branding categories: Service brands, Private labels, Industrial brands, Luxury brands, Heritage brands, Internet brands, TOM (Top of mind recall) brands; Brand building in Indian context; Brand building on the web, e-branding, online vs. offline brand building.</p>

Text Book

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| <ol style="list-style-type: none"> 1. Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). <i>Strategic brand management: Building, measuring, and managing brand equity</i>. Pearson Education India. 2. Johansson, J. K., & Carlson, K. A. (2014). <i>Contemporary brand management</i>. Sage Publications. |
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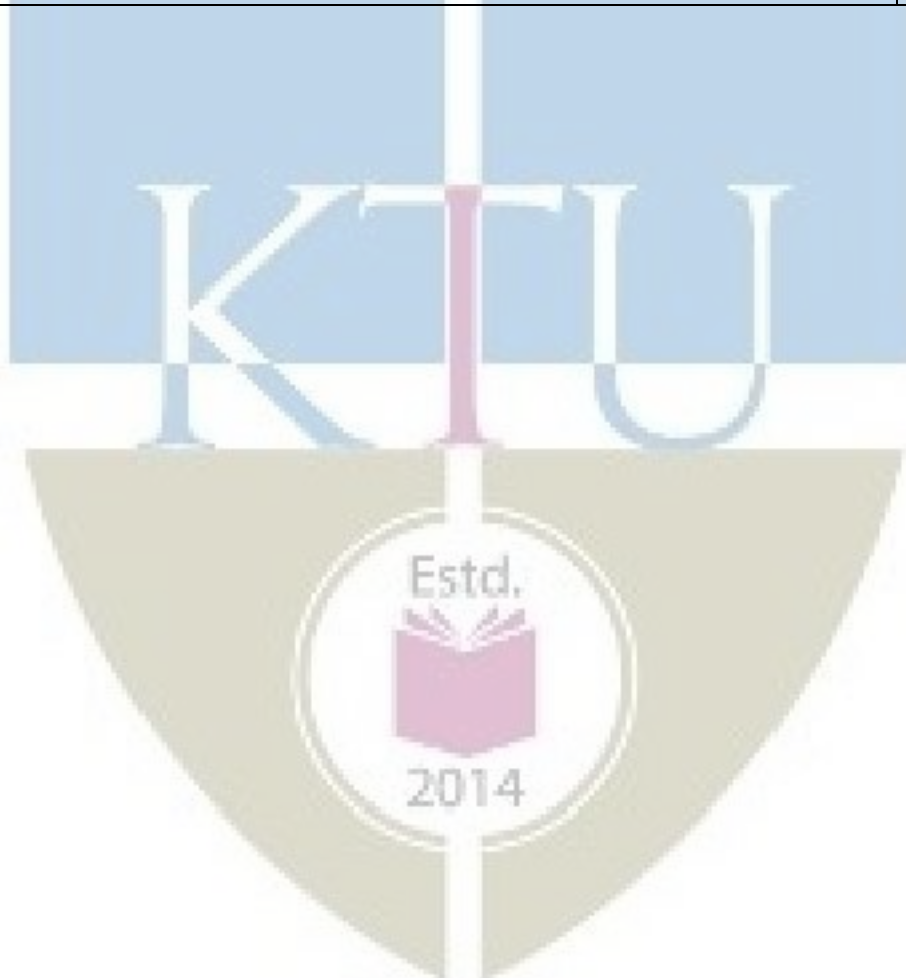
References and Suggested Readings

1. Kapferer, J.N. (2012) *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. 5th Ed. Kogan Page
2. Aaker, D.A. (2010) *Building Strong Brands*. Simon & Schuster.
3. Aaker, D. A. (2011). *Brand relevance: Making competitors irrelevant*. John Wiley & Sons.
4. Sengupta, S. (2005). *Brand positioning: Strategies for competitive advantage*. Tata McGraw-Hill Education.
5. Elliott, R. H., Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2015). *Strategic brand management*. Oxford University Press, USA.
6. Roper, S. & Fill, C. (2012.) *Corporate Reputation; Brand and Communication*. Pearson Education Ltd.
7. Aaker, D. A., & Joachimsthaler, E. (2000). *Brand leadership: the next level of the brand leadership*. Free Press.

Course Contents and Lecture Schedule

	Topic	No. of Lectures
1	Introduction to Brand Management:	
1.1	Brand, Brand elements, Branding Challenges and Opportunities; Brand equity concepts	2 Hours
1.2	Brand concepts: Brand value, Brand Identity, Brand personality, Brand image; Strategic brand Management Process	2 Hours
1.3	Brand strategy decisions: Sustaining a brand long-term, Branding at different stages of market; Brand Architecture, Multi-Brand Portfolio	3 Hours
2	Managing Brand Equity	
2.1	Choosing brand elements to build brand equity – Building a strong brand: The four steps of brand building,	2 Hours
2.2	Customer based brand equity – Understanding and Measuring brand equity using Aaker, Keller, Kapferer, Young and Rubicam, Interbrand methodologies (methods of brand valuation);	2 Hours
2.3	Monitoring brands; Sources of brand equity (Brand Awareness, Brand personality, Brand loyalty, perceived quality, brand associations); The Brand Report Card; Managing Brand Extensions.	3 Hours
3	Identifying and Establishing Brand Positioning and Values:	
3.1	Sources of brand equity, Identifying and establishing brand positioning, Defining a brand mantra, Brand repositioning; Brand resonance and the brand value chain.	2 Hours
3.2	Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements	2 Hours
3.3	Use of Integrated Marketing Communication for Brand Building,	3 Hours

	Leveraging Secondary Brand Associations to Brand building.	
4	Measuring & Interpreting Brand Performance	
4.1	Developing A Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity;	2 Hours
4.2	The Brand Equity Ten, Brand value based upon future earnings.	2 Hours
4.3	Growing and Sustaining Brand Equity: Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Co-branding; Brand revitalizing; Brand Systems Audit.	3 Hours
5	Managing brands across geographical boundaries:	
5.1	Global branding strategies – global brand planning process, creating cross-country synergy;	2 Hours
5.2	Special branding categories: Service brands, Private labels, Industrial brands, Luxury brands, Heritage brands, Internet brands,	3 Hours
5.3	TOM (Top of mind recall) brands; Brand building in Indian context; Brand building on the web, e-branding, online vs. offline brand building.	3 Hours
Total Hours		36 Hours



Course Code	Course Name	Category	L	T	P	Credit
20MBA269	HOSPITALITY AND TOURISM MARKETING	Elective	3	0	0	3

Preamble: This course offers an understanding of marketing theory and practice in the hospitality and tourism industry. It highlights with the fundamental principles of the marketing of tourism along with the principles of marketing planning. Understanding the approaches associated with market segmentation and the marketing mix is given significant attention. Focus is also imposed on the purchasing behaviour and to study suitability of latest marketing methodologies, to formulate marketing plans and promotional schemes in tourism and other related organizations.

Prerequisite: NIL

Course Outcomes: After the completion of the course the student will be able to:

CO 1	Elucidate the characteristics of the tourism and hospitality industry and how it is affected by Hospitality and Tourism Marketing environment at different scale and scope.
CO 2	Assess the Consumer markets and consumer buying behaviour of Hospitality and Tourism sector
CO 3	Evaluate the Cognitive factors of Measuring and Forecasting Tourism Demand in relation to the STP strategies of hospitality and tourism markets
CO 4	Assess the aspects of marketing plan and marketing mix elements in designing and managing products in Tourism and Hospitality.
CO 5	Appraise the new marketing approaches and paradigms in hospitality and Tourism sector

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	2	3	2
CO 2	3	3	2	3	2
CO 3	3	3	2	2	2
CO 4	3	3	2	3	3
CO 5	3	3	3	3	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation (CIE) Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination (ESE) Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study

Model Question paper
APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA269 HOSPITALITY AND TOURISM MARKETING

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. Define service characteristics of hospitality industry.
2. How are relationship marketing strategies used in tourism sector?
3. What are determinants of tourism demand?
4. Show how roles of different travel intermediaries affect tourism sector.
5. List and explain social media marketing options for the tourism sector

(5x2 marks = 10
marks)

PART B

Answer any *three* questions. Each question carries 10 marks

6. a. In the present context of COVID illustrate how micro and macro environments impact tourism industry. (6)
- b. What changes in travel marketing system can be done to overcome this? (4)
7. a. Explain the differences in buyer decision process with respect to travellers, group business markets and meeting planners. (6)
- b. How can customer satisfaction of travellers be improved by internal and external marketing? (4)
8. a. Outline the sales process in the hospitality and tourism sector. (6)
- b. Compare and contrast the possible positioning strategies for tourism products. (4)
9. a. Explain the contents and steps of a marketing plan in the hospitality sector with specific reference to home stay owners. (6)
- b. Show how online travel services have boosted home stay sector in Kerala Tourism. (4)
10. a. Demonstrate how the following tourism concepts- Ayurvedic Tourism, Backwater Tourism and Wildlife tourism have been successfully implemented in the Kerala context. (10)

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. **Case Study: Coronavirus scare hits Kerala's tourism sector, triggers wave of cancellations.** One of the most sought after tourist destinations in Asia, "the God's Own Country" Kerala has been hit by coronavirus scare just when it was on the recovery path after the Nipah outbreak and back-to-back flood havoc in the past three years. Kerala's serene beaches, tranquil stretches of backwaters, lush hill stations and exotic wildlife offer an enchanting experience to travellers worldwide and the tourism industry is a major contributor to the state's economy. The industry was gearing up to beckon more visitors to

showcase its unexplored inland locales, trekking trails and new romantic destinations in 2020, when it suffered the latest setback with all three positive cases of coronavirus in India being reported from the state, triggering "mass cancellations" of bookings.

Key players in the field have claimed that mass cancellations of hotel bookings and tour packages have already begun across the state. After the Kerala government declared the coronavirus outbreak as a 'state calamity', as the three positive cases were detected from Thrissur, Alapuzha and Kasaragod, the sector had aggressively launched promotional advertisements in the domestic and international markets after the floods to revive the sector. However, all the efforts took a beating as there has been mass cancellations of hotel bookings after the outbreak of the infection in the state was reported.

According to the Tourism department sources, during the 2019 calendar year, it was projected that there would be an 18 % growth in the domestic and 8 % in foreign tourist arrivals. In the first nine months of 2019, (January to September) domestic visitors to the southern state touched 16.48 % against 4.8 % in the foreign tourist arrivals. The peak season for foreign tourists is from November- February while for the domestic guests it is during April-May, August-September (Onam festival) and December-January. Tour programmes & packages are being cancelled widely from the state.

Industry experts said “We completely appreciate the steps taken by the government to protect the infected persons, create awareness among the public and tackle the situation. But, as far as the tourism industry is concerned, such measures will scare the people. Not only tourism but all the business activities of the state will be affected. The state's reputation of having a robust healthcare system would help in such situations. Though people were worried about the development, the state generally has a reputation that the safest place to be in India, especially during the time of a health calamity, is Kerala, We have a reputation that we will put travellers' health first before commercial interest”

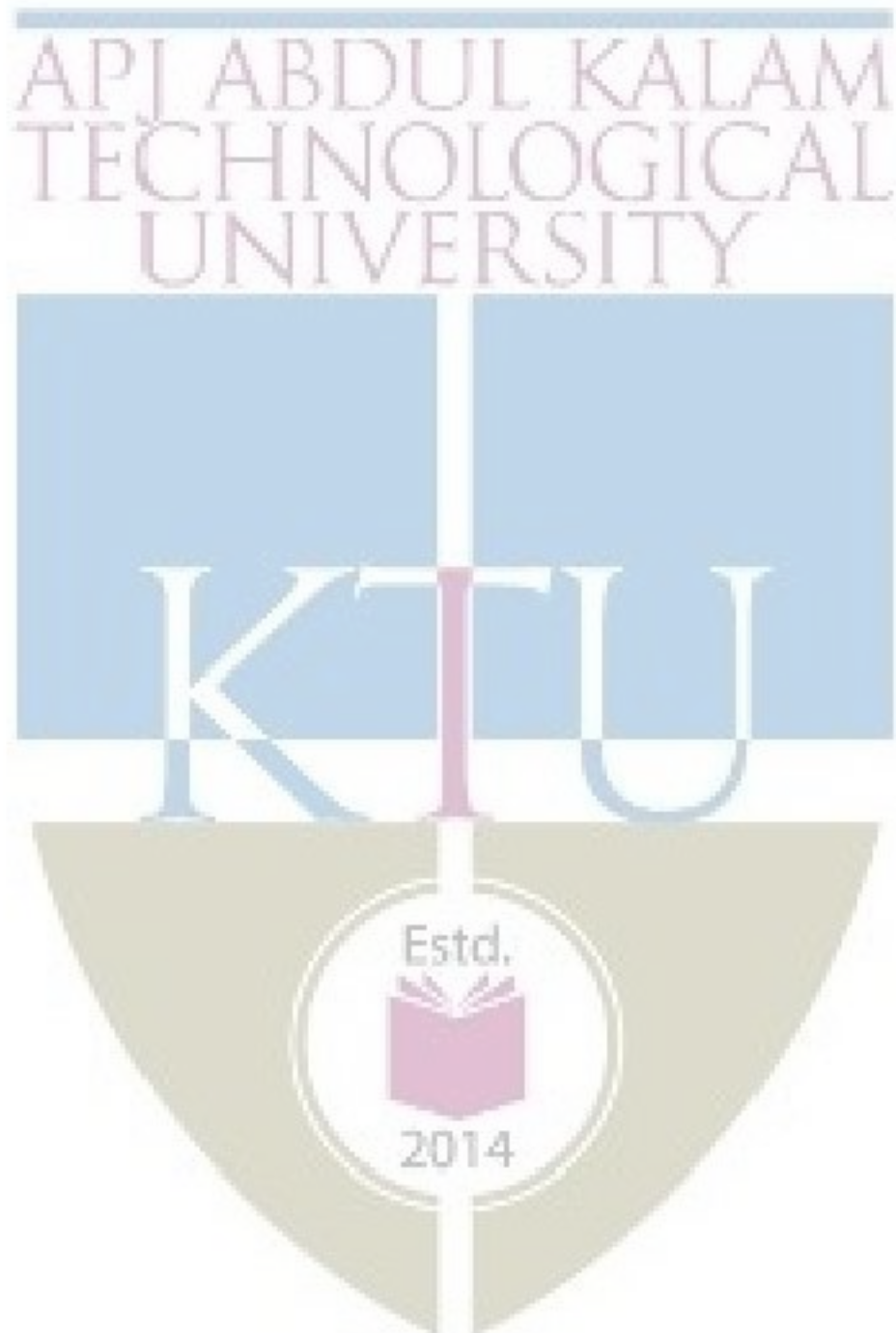
As of now, the exact numbers are not available. But industry sources said that many hotel bookings, including that of KTDC (Kerala Tourism Development Corporation) have been cancelled. The help desks of Kerala tourism at various centres were receiving several enquiries from people wanting to know the situation in the state. Many confirmed hotel bookings, event, conferences got cancelled. The industry is extremely worried about the business. There is uncertainty looming over the industry.

Managing Director of the Bekal Resorts Development Corporation (BRDC), said that despite the floods and Nipha, they had recorded a remarkable increase in tourist arrivals. There was a 40 per cent growth in foreign tourist arrivals in 2019 (upto September) in North Kerala districts of Kasaragod and Kannur. Malabar Tourism was expected to record an uptrend though more efforts have to be put in. Kerala Tourism attracting international and domestic tourists played a significant role in the economy of the state by contributing to over 10 % of GSDP and providing employment to over 1.5 million people in the State.

(Credits: India today Live TV, Feb 6,2020)

QUESTIONS:

- a) Summarize the case study about the effect of COVID 19 on the tourism sector with your perspectives on the situation. – the major stakeholder groups, issues facing them in the long and short term and the long-term prospects of the industry- Suggest any four tactical marketing actions to help the sector. (10)
- b) Develop a modified sales process for Kerala tourism department that considers the health based needs and macro and micro environment changes in the sector. (10)



Syllabus	
Module 1	Overview of Hospitality and Tourism Marketing: Role of Hospitality and tourism marketing, Service characteristics of the hospitality and tourism industry; Hospitality and Tourism Marketing Environment (Micro and Macro Environment): Internal and external environment affecting the hospitality and tourism industry; Hospitality and travel marketing system
Module 2	Consumer markets and Consumer Buying behaviour: Buyer decision process of travellers, group business markets and meeting planners; Customer satisfaction and related strategies in internal and external marketing, Interactive and relationship marketing; Service characteristics of tourism.
Module 3	Measuring and Forecasting Tourism demand: Forecasting Methods; Market Segmentation, Targeting and Positioning (STP): Marketing Segmentation and the Hospitality Industry, Positioning in Line with Consumer Preferences. Managing Capacity and Demand: Determinants of tourism demand, Visitor segments, Tourism strategies for creating and investing in tourism attractions; Unique features of tourist demand and tourism product, Sales process in the hospitality and tourism industry.
Module 4	Designing and Managing products: Hospitality and Tourism Marketing Mix and Marketing Plan, New product development, Product life cycle; Strategic and tactical marketing planning; Contents and steps of a marketing plan in hospitality and tourism industries; Distribution Mix: Types of distribution channels, The travel trade, Online travel services, Global distribution channel, Roles of different travel intermediaries; Competitive strategies: Competitive differentiation, competitive marketing strategies.
Module 5	Applying key Marketing methodologies, the New Paradigm: Sustainable Development -Prospects, Problems and Challenges; Destination Marketing and its Importance; Technology and Marketing in Perspective: Database Marketing, Electronic Marketing, Interactive and Relationship Marketing.

Textbooks

1. Kotler, P., Makens, J. C., Bowen, J. T. (2008). *Marketing for Hospitality and Tourism*, 4/E. India: Pearson Education.
2. Chaudhary, M. (2010). *Tourism Marketing. India*: Oxford University Press.

References and Suggested Readings

1. Kotler, P., Makens, J. C., Baloglu, S., Bowen, J. T. (2016). *Marketing for Hospitality and Tourism, Global Edition. United Kingdom*: Pearson Education Limited.
2. Hernández-Mogollón, J. M., Folgado-Fernández, J. A. (2018). *Best Practices in Hospitality and Tourism Marketing and Management: A Quality-of-Life Perspective. Germany*: Springer International Publishing.
3. Shukla U. N. and Sharad Kumar (2019). *Emerging Trends in Indian Tourism and Hospitality: Transformation and Innovation*. Copal Publishing Group.
4. Wang, Y., Frochot, I., Fyall, A., Legohérel, P. (2019). *Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences. United Kingdom*: Taylor & Francis.

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Overview of Hospitality and Tourism Marketing	
1.1	Role of Hospitality and tourism marketing	2 Hours
1.2	Hospitality and Tourism Marketing Environment	3 Hours
1.3	Hospitality and travel marketing system	2 Hours
2	Consumer markets and Consumer Buying behaviour	
2.1	Buyer decision process of travellers	2 Hours
2.2	Customer satisfaction and related strategies	3 Hours
2.3	Service characteristics of tourism	2 Hours
3	Measuring and Forecasting Tourism demand	
3.1	Forecasting Methods	3 Hours
3.2	Market Segmentation, Targeting and Positioning	3 Hours
3.3	Determinants of tourism demand	2 Hours
4	Designing and Managing products	
4.1	Hospitality and Tourism Marketing Mix	3 Hours
4.2	Distribution Mix	2 Hours
4.3	Competitive strategies	2 Hours
5	Applying key Marketing methodologies, the New Paradigm	
5.1	Sustainable Development	2 Hours
5.2	Destination Marketing and its Importance	2 Hours
5.3	Technology and Marketing	3 Hours
	Total	36 Hours