SEMESTER – III

**Optional Courses**

3. Marketing Group

OMK 301  Consumer Behaviour  
OMK 302  Advertising & Sales Promotion Management  
OMK 303  International Marketing Management  
OMK 304  Marketing of Services  
OMK 305  Brand Management
Objectives:

The basic objective of this course is to develop an understanding about the consumer decision-making process and its applications in marketing function of firms.

Course Contents:

Introduction to consumer behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision Making; Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception; Learning in Consumer Behaviour Change – Brand Loyality and Brand Equity Consumer Attitudes and Attitude Change; Influence of Personality and Self Concept on Buying Behaviour; Psychographics and Lifestyle; Reference Group Influence; Social class and culture Influence Diffusion of Innovation and Opinion Leadership Family Decision Making; Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

Suggested Readings:


The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

References:

Bennet and Kassarjian : Consumer Behaviour, Prentice Hall
Objectives:

The aim of the paper is to acquaint the students with concepts, techniques and to give experience in the application of concepts for developing an effective advertising programme and also to develop an understanding about concepts, methods and strategies of sales promotion.

Course Contents:


The basic creative process, As per the different medias, Copy testing, The actual production process. Advertising Organisation and role of advertising agency : The advertising industry, The advertising agency Interaction with the advertiser, Compensation pattern Advertising Appropriation Recent trends in advertising International advertising Client-agency relationship. Media management Media Planning Role of media , Media objectives, Media mix, Media tactics : Selection of media vehicals, media schedules Television media, print media, electronic media, out door, direct mail, transit and supplementary media. Social, ethical and legal aspect of advertising, E-communication Internet advertising & marketing; Evaluation of advertising Camping.

Sales Promotion and Marketing Mix; Nature and Types of Sales Promotion; Consumer Behaviour and Sales Promotion; Deal Prone Consumer; Economic Theories of Promotion; Sales Promotion’s Impact on Sales; Evaluation of Sales Promotion Experiments; Choice and Purchase Timing Models; Manufacturer Promotion Planning Process; Retailer Promotion Planning Process; Strategic Issues in Designing Promotional Strategies; Substantive Findings and Issues on Coupons, Trade Dealings, and Retail Promotions.
Suggested Reading:

16. Shimp Advertising

The list of cases and specific reference including recent articles and reports will be announced in the class at the time of launching of the course.
Objectives:

1. The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.
2. To Acquaint the students with mechanism of International Marketing, Balance of Payment and Financing International Trade.
3. To Provide an understanding of International Business Operation and working of multinationals and India’s joint ventures abroad.

Course Contents:

Suggested Readings:

11. Harold J. Hack : International Trade American Management Association N.Y.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.
Objectives:

The objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis.

Course Contents:

The Emergence of Service Economy; Nature of Services; Goods and Services Marketing; Marketing Challenges in Service Business; Marketing Framework for Service Business; The Service Classification; Service Product Development; The Service Encounter; The Service Consumer Behaviour; Service Management Trinity; Service Vision and Service Strategy; Quality Issues and Quality Models; Demand-supply Management; Advertising, Branding and Packaging of Services; Recovery Management and Relationship Marketing; Service Marketing; Origin and Growth-Classification of Services-Marketing of financial services-The Indian scene-Designing of service strategy.

Suggested Readings:

Objectives:

The objective of this course is to introduce the students to the concept of brand. How companies offer various products in the market through brands, their extension the building of brand equity. Students are expected to understand the concepts, applications and competencies in using knowledge of brand to develop better marketing strategies.

The broad topics to be covered are:

Introduction to the concept of brand.
Understanding brand-concept of brand knowledge, brand personality, brand equity, brand positioning brand value, brand research
Issues in managing the brand-brand portfolios, brand positioning strategy,
Measuring brand equity, extensions of brand
New brand development
Product offering, differentiation, the process, setting objectives, market dynamics, launching new brands,
Role of promotional tool like, Advertising, Sales-promotion schemes, direct marketing etc in brand building
Decision to be taken in managing the product offering Marketing decision to build brands-branding commodity products, building global brands
Financial valuation of brand
Net branding
Brand leaderships
Brands as intellectual property
Branding the corporate
Brand Revitalization.
Branding in Different sectors: Customer Industrial, Retail and Service.

References:

4. Kapferer, Jean-Noel; Strategic Brand Management, Kogan Page India Private Pvt.