

PROGRAMME SPECIFIC OUTCOMES

POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (P.G.D.M.M.): (One Year Evening Programme)

PSO1: Gain broad knowledge about fundamentals, principles, and practices of marketing management.

PSO2: Develop a theoretical base for sales and promotion.

PSO3: Learn fundamentals of the subject 'Service marketing' and 'Retailing Management'

PSO4: Get inclined to develop research skills related to international marketing and 'Retailing Management'


PSO5: Learn the practical application of various concepts, theories, and principles related to consumer behavior.

PSO6: Gain fundamental understanding about international marketing, its environment dynamics and its impact on international business operations, various aspects of international marketing like, planning, communication, promotion, distribution etc.

PSO7: Gain fundamental knowledge of concepts, elements, and process of IMC, types and functions of Advertisement agencies, Learn developing advertising programmes, advertising budgets and its various methods, and get acquainted with various contemporary issues of Advertising.

PSO8: Learn the fundamentals of sales organisation, acquisition, appraisal, training and development, motivation of the sales personnel, types of sales promotion, planning\ and budgeting sales promotion etc.


PSO9: Develop conceptual and theoretical knowledge, and then enhance one's analytical and problem-solving skills related to marketing research.

	The Maharaja Sayajirao University of Baroda Faculty of Commerce, Department of Commerce & Business Management Faculty of Commerce, SayajiGunj, Vadodara- 390002, Contact details: 02652975768						Academic Year		2020-21			
	POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT: 1 Year (Evening) Diploma Course											
Year	I	Core/Elective/ Foundation PAPER I PRINCIPLES OF MARKETING MANAGEMENT (CBM 4110)				Credit/ Hours per week			2 hours per week			
Semester	I	Year of Introduction: Year of Syllabus Revision:				Maximum Marks/ Grade			100			
Mode of Transaction		Lectures and Tutorials										
Course Outcomes (Cos): CBM 4110 CO1 Understand the conceptual framework of marketing management and its application in decision making CO2 Develop an understanding of the structure of Product Life Cycle CO3 Analyse various marketing-oriented strategies CO4 Develop an understanding of consumer decision making process and its application on various marketing functions of firms CO5 Learn to appreciate the importance of retailing and distribution in the emerging market scenario CO6 Understand the basis of market segments, its levels and pattern with the help of illustrations												
Unit no.	<ul style="list-style-type: none"> Topic/Unit 				Contact hours	Weight age (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)

UNIT I	<ul style="list-style-type: none"> Conceptual Framework: Definitions, Core Concepts, Philosophies, marketing Mix, Scope and Tasks of Marketing Marketing in the New Economy: Contemporary Issues (E-Business, CRM, Ethics in Marketing etc.) Market Segmentation: Meaning, Levels, patterns & Procedure, Bases, Targeting. 	23	25%	1,2,6	CO1 CO6	PSO1 PSO3	EMP	L,N,R	HV
UNIT II	<ul style="list-style-type: none"> Positioning: Meaning, Process, Techniques, Differentiation, Tools. Product Life Cycle: Concept, Strategies for each stage Strategic Marketing Planning: Meaning, Strategic Marketing Planning Process, Nature & Content of a Marketing 	23	25%	1,2,6	CO2 CO3	PSO1 PSO3			
UNIT III	<ul style="list-style-type: none"> Consumer Behaviour: Concept, Factors, Buying Decision Process Marketing Research: Meaning Applications, Marketing Research Process Product Decisions: Branding Decisions, Packaging & Labeling, New Product Development Process 	22	25%	1,2,6	CO4	PSO1 PSO3 PSO4			
UNIT IV	<ul style="list-style-type: none"> Pricing Decisions: Setting Pricing Policy, Pricing Strategies Distribution Decisions: Overview of Functions, Types, Levels & Channel Design Decisions, Trends in Retailing 	22	25%	1,2,6	CO5	PSO1 PSO3			

Reference Books:


1	Philip Kotler, Marketing Management: Planning, Analysis and Control, Prentice Halls of India
2	William Stanton, Fundamentals of Marketing, McGraw Hill, USA
3	Ramaswamy and Namakumari, Marketing Management, McMillan

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	POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT: 1 Year (Evening) Diploma Course									
Year	I	Core/Elective/ Foundation PAPER II SERVICES MARKETING (CBM 4111)				Credit/ Hours per week			2 hours per week	
Semester	I	Year of Introduction: Year of Syllabus Revision:				Maximum Marks/ Grade			100	
Mode of Transaction		Lectures and Tutorials								
Course Outcomes (Cos): CBM 4111 CO1 Distinguish between goods and services and doing comparative analysis CO2 Learn to develop services packages in concern with product mix, pricing of services, Promotion-Mix, and understanding various problems in distribution CO3 Understand the importance of financial services in service marketing CO4 Recognize the present scenario in service industry (Tourism & Hospitality) CO5 Learn the role of technology and people in service quality CO6 Identify the role of educational services and public utilities in concern with marketing										
Unit no.	Topic/Unit	Contact hours	Weight age (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)	

UNIT I	<ul style="list-style-type: none"> Marketing of Services, Concepts and Issues: Goods & Services a Comparative Analysis, Salient Features of Services Marketing Emerging Service Sector in India Designing Services Package (Product Mix), Pricing of Services, Distribution Issues, Promotion - Mix. 	23	25%	1,2,6	CO1 CO2	PSO1 PSO3	EMP ENT SD	L,N,R	HV PE
UNIT II	<ul style="list-style-type: none"> Quality of Services: Dimensions of Service Quality, Measurement of Service Quality Role of Technology and people in Service Quality. 	22	25%	1,2,6	CO5	PSO1 PSO3			
UNIT III	<ul style="list-style-type: none"> Financial Services Marketing: Nature, Trends in Financial Services Sector, Marketing Strategies for Financial Services Marketing of Hospitality Services: Present Scenario in Tourism and Hospitality Industry, Problems and Prospects for Growth of Hospitality Industry in India. 	22	25%	1,2,6	CO3 CO4	PSO1 PSO3			
UNIT IV	<ul style="list-style-type: none"> Marketing of Health-Care Services: Growth of Health-Care Industry in India, Medical Tourism and its implications Health-care Services and pricing Issues, Legal Dimensions in Health-Care Marketing of Educational Services and Public Utilities: Professionalism in Educational Services, Evaluation of Quality of Educational Services, Government and Private Sector Educational Services, Responsibility & Accountability of Public Utility Services, Role of NGO's in Public Utility Services. 	23	25%	1,2,6	CO6	PSO1 PSO3			
Reference Books:									
1	S.M. Jha; Services Marketing, Himalaya Publishing House.								
2	Lovelock Christopher Services Marketing, Prentice Hall.								
3	Cowell Donald: The Marketing of Services (London: Heinemann)								

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POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT : 1 Year (Evening) Diploma Course												
Year	I	Core/Elective/ Foundation PAPER III CONSUMER BEHAVIOUR (CBM 4112)				Credit/ Hours per week			2 hours per week			
Semester	I	Year of Introduction: Year of Syllabus Revision:				Maximum Marks/ Grade			100			
Mode of Transaction		Lectures and Tutorials										
Course Outcomes (Cos): CBM 4112 CO1 Learn the foundations of Consumer Behaviour and Market Segmentation CO2 Get familiarized with various fundamental concepts of perception, learning, and consumer attitudes and its implications CO3 Learn about the classification of various categories of social class and lifestyle of consumers CO4 Understand and analyze consumer decision process with the help of illustrating models CO5 Gain an understanding about the diffusion of innovation, various models of buying decision process, and stages in Adoption Process CO6 Understand and apply the functions of family, family decision process and family life cycle in real life situations.												
Unit no.	Topic/Unit				Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> Introduction Consumer Behaviour: Meaning, Rationale, Profile of Indian Consumer, Multi- 				23	25%	1,2,6	CO1	PSO1 PSO5			

	disciplinary approach, Socio-economic Contribution of Consumer Behaviour								
	<ul style="list-style-type: none"> Market Segmentation: Meaning, Process, Nature, Theories and its Marketing Implications. 								
UNIT II	<ul style="list-style-type: none"> Perception: Sensation, Concept of JND, Meaning of Perception, Process, Perceptual Errors, Consume Imagery, Consumer's Perceived Risk, Price-Quality, Perception Learning & Consumer Involvement: Meaning, Theories along with Implications The nature of Consumer Attitudes: Meaning, Characteristics, Tri-component, Model, Multi-Attribute Model, Reasoned Action Theory. 	23	25%	1,2,6	CO2	PSO1 PSO5	EMP	L.N.R	HV
UNIT III	<ul style="list-style-type: none"> Social Class & Consumer Behaviour: Meaning Categories, Measurement, Social Class & Life-style Family: Functions of Family, Family Buying, Decision Making, Husband-wife Dynamics, Role of Children, the Family Life-cycle. 	22	25%	1,2,6	CO3 CO6	PSO1 PSO5			
UNIT IV	<ul style="list-style-type: none"> Consumer Decision Process: Diffusion of Innovation: EKB Model of Buying Decision Process, Types of Behaviour based on Involvement & Perceived Brand Differences Diffusion of Innovation: The Diffusion Process Stages in Adoption Process. 	22	25%	1,2,6	CO4 CO5	PSO1 PSO5			
Reference Books:									
1	Engle & Black Well: Consumer Behaviour								
2	Schiffman & Kanuk: Consumer Behaviour.								


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	POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT: 1 Year (Evening) Diploma Course								
Year	I	Core/ Elective / Foundation PAPER IV INTERNATIONAL MARKETING (CBM4113)	Credit/ Hours per week			2 hours per week			
Semester	I	Year of Introduction: Year of Syllabus Revision:	Maximum Marks/ Grade			100			
Mode of Transaction		Lectures and Tutorials							
Course Outcomes (Cos): CBM4113 CO1 Get an exposure about the subject Marketing with an international perspective CO2 Gain understanding about the environmental dynamics of international marketing and its impact on international business operations of a firm CO3 Learn about the various aspects of planning process of International Marketing CO4 Gain an understanding about the importance of Market Selection and choosing the suitable selection process for the same CO5 Gain conceptual clarity of Distribution, Promotion and Communication CO6 Acquire an understanding about the global marketing strategies especially for Indian firms.									
Unit no.	Topic/Unit	Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> Introduction International Marketing: Meaning, Definition, difference between International 	23	25%	1,2,6	CO1 CO2	PSO1 PSO4			

	<p>Marketing and Domestic Marketing, Special Problems in International Marketing, Reasons/Motives of International Marketing, International Orientation, Internationalization Stage, International marketing Decisions</p> <ul style="list-style-type: none"> • Market Selection: Meaning, Importance, Market Selection Process, Determinants of Market Selection, Market Profile, Market Segment Selection • Market Entry Strategies • International Marketing Environment (External): Social Cultural Environment, Economic Environment, Political and Legal Environment, Technological Environment - Competitive Environment, Trading Environments (Trade barriers, Tariffs, Non-tariffs, Types of NTBS, Quotas, Licensing Voluntary Export restraints, Administered Protection, Impact of NTBS, Commodity agreements of Quota Agreements, Buffer Stock Agreement, Bilateral/Multilateral Contracts, Cartels. 				CO4				
UNIT II	<ul style="list-style-type: none"> • International Marketing Planning: Meaning and Importance (Nature), Benefits of Marketing Planning Process, Various aspects of marketing Planning Process • Product Planning and Strategies: What is Product? International Product life cycle, Marketing Segmentation, Product Positioning, Product Adoption, New Product Development, Product Standardization v/s. Product Adaptation • International Pricing: Meaning, Importance/Role, Objective of Pricing, Pricing Decisions, Price Standardization. 	23	25%	1,2,6	CO3	PSO1 PSO4 PSO6	EMP ENT SD	L,N,R,G	ES HV PE

UNIT III	<ul style="list-style-type: none"> • Distribution (Channels of Distribution): Meaning, Objectives, Types of Channels Direct Channels and Indirect Channels, Factors influencing channel choice/Determinants of Channel types • Promotion and Communication: Objective of Promotion, Communication Model, Principles of Communication, Promotion Mix (i) Personal Selling (ii) Sales Promotion. 	22	25%	1,2,6	CO5	PSO1 PSO4 PSO6			
UNIT IV	<ul style="list-style-type: none"> • Export Documents and Procedure: Role of export documentation, Classification of Export Documents, Regulatory Requirements, Operational Requirements, Significance of some Export Documents, Commercial Invoice, GR Form, Letter of Credit, Bill of Exchange, Shipping Bill, Marine Insurance Policy, Bill of Landing, Common defects in Documentation • Processing in an Export Order: • Global Marketing Strategies for Indian Firms: <ul style="list-style-type: none"> o India's poor track record in exports over the years o The new compulsions for Indian Firms to export and global o Factors to be reckoned by India and the Indian firms as pre-requisite of their global endeavour. 	22	25%	1,2,6	CO6	PSO1 PSO4 PSO6			

Reference Books:

1	Philip R. Cateora & John L. Graham, International Marketing, Tata McGraw Hill
2	P. Subbarao, International Business, Himalaya Publishing House
3	Francies Cherunilam, International Marketing, Himalaya Publishing House.

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POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT: 1 Year (Evening) Diploma Course												
Year	I	Core/Elective/Foundation PAPER V RETAILING MANAGEMENT (CBM4122)				Credit/ Hours per week			2 hours per week			
Semester	I	Year of Introduction: 2020-21 Year of Syllabus Revision:				Maximum Marks/ Grade			100			
Mode of Transaction		Lectures and Tutorials										
Course Outcomes (Cos): (CBM4122) CO1 gain the knowledge of retailing and analyse its trend. CO2 develop the thorough understanding of Indian and Global Retail Industry. CO3 acquire the knowledge of retail product, brand management, promotion strategies and apply the same. CO4 understand retailing location strategies and technologies. CO5 understand and analyse shopper's behaviour.												
Unit no.	Topic/Unit				Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	Unit I - Retailing Role, Relevance and Trends <ul style="list-style-type: none"> • Meaning- Characteristics- Functions and 				23	25%	1,2,6	CO1	PSO1 PSO3			

	<p>Activities</p> <ul style="list-style-type: none"> • Categorizing Retailers & Trends in Retail Formats • Feedback and Review / Case Analysis 								
UNIT II	<p>Indian and Global Retail Industry</p> <ul style="list-style-type: none"> • Structure of Indian and Global Retail Industry • Drivers of Growth of Retail Industry- Challenges and Future • Perspectives of Retailing in India- Global Scenario of Retailing Industry-Key Global Trends in Retailing - Retailing in Selected Countries of the World • Feedback and Review / Case Analysis. 	23	25%	1,2,6	CO2	PSO1 PSO3			
UNIT III	<p>Retailing and Marketing Management: An Overview</p> <ul style="list-style-type: none"> • Retail Product and Brand Management • Retail Pricing- Managing Retail Chains and Franchising- Retail Promotion Strategy • Feedback and Review / Case Analysis. 	22	25%	1,2,6	CO3	PSO1 PSO4			
UNIT IV	<p>Managing Retailing: An Overview</p> <ul style="list-style-type: none"> • Retail Location Strategy- Store Layout and Design in Retailing • Understanding Shoppers - Shopping in Retailing - Technology in Retailing • Feedback and Review / Case Analysis. 	22	25%	1,2,6	CO4 CO5	PSO1 PSO3 PSO4 PSO5	EMP ENT SD	L,N,R,G	HV PE

Reference Books:

1	Chetan Bajaj, Rajnish Tuli and Nidhi Verma Srivastava (2010); 2nd Edition; Retail Management; Oxford University Press; New Delhi.
2	Piyushkumar Sinha and Dwarika Prasad Uniyal (2008) 4th Edition; Managing Retailing; Oxford University Press; New Delhi.
3	Arif Sheikh and Fatima (2008); Retail Management; Himalaya Publishing House Pvt. Ltd.

4.	Chunawalla, S.A. (2009); Contours of Retailing Management; Himalaya Publishing House Pvt. Ltd.
5.	Nair, Suja R. (2008); Retail Management; Himalaya Publishing House Pvt. Ltd
6.	Sharma, D.P. (2009); e-Retailing — Principles and Practice; Himalaya Publishing House Pvt. Ltd
7.	Sheikh & Fatima (2008); Mall Management; Himalaya Publishing House Pvt. Ltd.
8.	Tiwari, R.S. (2009); Retail Management Retail Concepts and Practices; Himalaya Publishing House Pvt. Ltd.
9.	Tripathi & Agrawal (2009); Fundamentals of Retailing; Himalaya Publishing House Pvt. Ltd.
10.	Nicholas Alexander and Anne Marie Doherty (2009); International Retailing; Oxford University Press.
11.	Piyush Kumar and Dwarika Prasad (2007); Managing Retailing; Oxford University Press.



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POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT : 1 Year (Evening) Diploma Course


Year	I	Core/Elective/ Foundation PAPER VI MARKETING COMMUNICATION AND ADVERTISING MANAGEMENT (CBM4210)	Credit/ Hours per week	2 hours per week
Semester	II	Year of Introduction: Year of Syllabus Revision:	Maximum Marks/ Grade	100
Mode of Transaction		Lectures and Tutorials		

Course Outcomes (Cos): CBM 4210

- CO1 Gain basic knowledge of concepts, elements, and process of IMC
- CO2 Get acquainted with the types and functions of Advertisement agencies
- CO3 Learn and thereby enhance one's creative thinking process.
- CO4 Learn and practice developing advertising programmes
- CO5 Understand and develop sensitivity towards various contemporary issues of Advertising.
- CO6 Learn fundamentals about advertising budget, various methods and its implications

Unit no.	Topic/Unit	Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> • Integrated Marketing Communication (IMC): Concept, 	23	25%	1,2,6	CO1	PSO1			


	<p>Elements of IMC, Process, Evaluation of IMC</p> <ul style="list-style-type: none"> • Communication Response Medals: • Advertising & Strategic Marketing Planning Advertising Planning Process: 					PSO7	EMP ENT	L.N.R. G	HV PE
UNIT II	<ul style="list-style-type: none"> • Advertising Agency: Types, Functions, Structure, Agency - Client Relationship • Creativity in Advertising: Creative Thinking, Process, Creative Theories, Advertising Copy Components, Advertising Appeals and Styles 	23	25%	1,2,6	CO2 CO3 CO4	PSO1 PSO7			
UNIT III	<ul style="list-style-type: none"> • Media Decisions: Media Planning, Types, Features, Suitability, Scheduling, Trends & Challenges in Media Decisions • Advertising Budget: Methods and Implications 	22	25%	1,2,6	CO6	PSO1 PSO7			
UNIT IV	<ul style="list-style-type: none"> • Evaluating Advertising Effectiveness, Methods in Brief • Advertising Research • Contemporary Issues in Advertising. 	22	25%	1,2,6	CO5	PSO1 PSO7			
Reference Books:									
1	Belch & Belch: Advertising and Promotion, Tata McGraw Hill.								
2	Chunawala: Advertising Management, Himalaya Publishing House.								
3	David Aakar, Batra R. Myers J.G.: Advertising Management.								

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Year	I	Core/Elective/ Foundation PAPER VII SALES MANAGEMENT AND SALES PROMOTION (CBM4211)					Credit/ Hours per week		2 hours per week				
Semester	II	Year of Introduction: Year of Syllabus Revision:					Maximum Marks/ Grade		100				
Mode of Transaction		Lectures and Tutorials											
Course Outcomes (Cos): CBM4211 CO1 Gain conceptual knowledge of sales management CO2 Relate and identify Personal Selling as a career option CO3 Able to outline the objectives and suitability of sales organization CO4 Understand the aspects of human resource in context of sales management CO5 Gain an understanding and realize the role of sales promotion CO6 Learn the basics of planning and developing, Implementing, and evaluating sales promotion budget.													
Unit no.	Topic/Unit					Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
UNIT I	<ul style="list-style-type: none"> Introduction to Sales Management, Career in Personal Selling 					23	25%	1,2,6	CO1	PSO2			

	<ul style="list-style-type: none"> • Role of Sales Management in Marketing Scope of Sales Management • Selling Types, Selling Skills, Selling Process 				CO2	PSO8	EMP ENT SD	L.N.R	G HV PE
UNIT II	<ul style="list-style-type: none"> • Sales Organisation: Objectives, Types of Suitability • Sales Force Management: Sales Force Size, Territory Decision, Sales Quotes & Targets. 	22	25%	1,2,6	CO3	PSO2 PSO8			
UNIT III	<ul style="list-style-type: none"> • Sales Force Recruitment & Selection • Performance Appraisal & Compensation • Sales Force Motivation & Training 	22	25%	1,2,6	CO4	PSO2 PSO8			
UNIT IV	<ul style="list-style-type: none"> • Sales Promotion as an Element of Promotion-Mix, Role of Sales Promotion - SP Technology • Types of Sales Promotion, Consumer Sales Promotion, Trade Sales Promotion, Types of Promotional Schemes and Tools • Planning Budgeting, Implementation and Evaluation of Sales Promotion Programme. 	23	25%	1,2,6	CO5 CO6	PSO2 PSO8			

Reference Books:


1	Still, Richar Cundiff and Govani Norman A.P.; Sales Management Decisions, Strategies and Cases; Prentice Hall of India Pvt. Ltd., New Delhi.
2	Russel, Beach F.A., Frank H. & Buskritk: Selling Principles & Practices; McGraw Hill Book Co.
3	Luick J.F., Slegeler & Lee W.: Sales Promotion & Modern Merchandising McGraw hill Book Co.

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Year	I	Core/Elective/ Foundation PAPER VIII MARKETING CASE STUDIES (CBM 4212)				Credit/ Hours per week		2 hours per week	
Semester	II	Year of Introduction: Year of Syllabus Revision:				Maximum Marks/ Grade		100	
Mode of Transaction		Lectures and Tutorials							
Course Outcomes (Cos): CBM 4212 CO1 Develop a perspective of practical application of general management topics with the help of Case Studies CO2 Learn about fundamentals of marketing management through case studies CO3 Understand, analyze and solve case studies with reference to pricing, channel of distribution & advertising CO4 Able to enhance the problem-solving skills of self. CO5 Learn, understand and attempt to solve case studies with reference to International Marketing, Service Marketing & Sales Management & Sales Promotion CO6 Learn and practically apply the fundamentals of marketing in the current scenario of business world.									
Unit no.	Topic/Unit	Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) development needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)

UNIT I	<ul style="list-style-type: none"> • Learning through Case Study Method, process of Case Solution • Marketing Philosophies • Marketing Mix 	23	25%	1,2,3,6	CO1 CO4 CO6	PSO1 PSO9	SD	L.N,G	HV
UNIT II	<ul style="list-style-type: none"> • Strategic Marketing Planning • Consumer Behaviour • Product and Brand Management 	23	25%	1,2,3,6	CO2 CO4 CO6	PSO1 PSO9			
UNIT III	<ul style="list-style-type: none"> • Pricing, Breakeven analysis • Channel of Distribution • Advertising. 	22	25%	1,2,3,6	CO3 CO4 CO6	PSO1 PSO9			
UNIT IV	<ul style="list-style-type: none"> • International Marketing • Service Marketing • Sales Management & Sales Promotion 	22	25%	1,2,3,6	CO5 CO6	PSO1 PSO9			

Reference Books:

1	R. Srinivasan: Case Studies in Marketing: In Indian Context,
2	Sanjit Kumar Roy, Dilip S. Mutum& Bang Nguyen: Services Marketing Cases in Emerging Markets, Springer International Publishing
3	Sales and Distribution Management: Dr S L Gupta, Excel Books New Delhi
4	Applied Case Studies in Marketing: S. Shajahan

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Year	I	Core/Elective/ Foundation PAPER IX MARKETING RESEARCH (CBM 4213)				Credit/ Hours per week			2 hours per week			
Semester	II	Year of Introduction: Year of Syllabus Revision:				Maximum Marks/ Grade			100			
Mode of Transaction		Lectures and Tutorials										
Course Outcomes (Cos): CBM 4213 CO1 Develop a research-oriented attitude in context to marketing and learn the basics of research process and research design. CO2 Inculcate analytical abilities and research skills related to various areas of marketing. CO3 Understand various aspects of research, research methods, data collection and, designing a questionnaire. CO4 Gain an understanding of choosing and designing a sampling plan and various scales of measurement. CO5 Learn about the process of sampling, sampling methods, and sample size decisions. CO6 Learn about collecting, processing, and analyzing various types of data, testing of hypothesis, presentation of research findings, and preparation of project report.												
Unit no.	Topic/Unit				Contact hours	Weightage (%)	BT level	CO	PSO	Elements Of Employability (EMP)/ Entrepreneurship (ENT)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/Regional (R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)

UNIT I	<ul style="list-style-type: none"> • Introduction: Meaning and Definition role, application (scope), Organization for Marketing Research, Limitations, MIS V/s. Marketing Research • Research Process: Steps Involved in Research Process & Problem Formulation, Steps of reaching research objectives, Steps for Accepting or Rejecting Research Proposals • Research Design: Major types of Research Designs 	23	25%	1,2,3,4,6	CO1 CO2	PSO1 PSO9	EMP ENT SD	L.N.R	HV
UNIT II	<ul style="list-style-type: none"> • Data Collection: Specifying data needs and Collection Methods including meaning of Primary data, Advantages Limitations, Sources of Secondary Data in India, Advantages limitations and Evaluation of Secondary Data • Scaling Techniques: Meaning of Measurement Criteria for good measurement type of Scales various attitude, Measurement Scale • Questionnaire Design: Principles and Procedures, Observation method. 	23	25%	1,2,3,4,6	CO1 CO2 CO3 CO4	PSO1 PSO9			
UNIT III	<ul style="list-style-type: none"> • The Sampling: Reasons & Objectives, Basic Concepts sampling Process, Non-probability and Probability methods of Sampling, Limitations • Samples Size Decisions: When estimating mean, when estimating proportion, Cost Factor, Field procedure for data Collection Methods. 	22	25%	1,2,3,4,6	CO1 CO2 CO5	PSO1 PSO9			
UNIT IV	<ul style="list-style-type: none"> • Processing & Analyzing Data: Types of data (nature and function wise) Correlation Analysis (Meaning, Types, Ranks, Correlation Methods) Data Validation Editing, Coding 	22	25%	1,2,3,4,6	CO1 CO2 CO6	PSO1 PSO9			

	<ul style="list-style-type: none"> • Testing of Hypothesis: Concept of hypothesis, Null and alternative Hypothesis Procedure for Testing a Hypothesis, Types of Errors Associated with testing of Hypothesis, parametric and non-parametric tests (Chi-square Test, T-test). • Presentation of Research findings & Follow Through: Role of Report, Types of Report, Principles of Report, Presentation, Content/Formal of Report, follow through feedback. 								
Reference Books:									
1	Luck & Rubin Marketing Research, Prentice hall of India.								
2	Green &Tull Marketing Research, Prentice hall of India.								
3	G.C. Berry Marketing Research, Tata McGraw Hill.								