

Sales and Marketing Management

Skill Based Elective - I

(Semester – III)

Communication & Office Automation Tools

Unit -I Basic Communication

Communication as Sharing - Context & Medium of Communication - Barriers to Communication - Characteristics of Communication: Accuracy, Brevity, Clarity and Appropriateness.

Unit - II Listening & Speaking

Needs & Advantages of Listening - Active & Passive Listening - Elements of Active Listening Coherence of Listening with Reading - Coherence of Listening with Speaking - Features of effective Speech - Role Play - Topic Presentation - Group Discussions

Unit - III Reading & Writing

Comprehension of Technical and Non-Technical Material – Skimming- Scanning- Inferring Guessing - Developing Vocabulary -Predicting and Responding – Group Pcticing - Writing Effective Sentences- Cohesive Writing - Clarity and Conciseness in Writing - Resumes & Job Applications - Report Writing – Formal / Informal Reports - Letter Writing – Formal & Informal- Memoranda - Notice / Instruction - Business letters

Unit - IV Ms- Office & Accounting

Computer & Operating system fundamentals - **MS-Word** - Introduction to Ms-Word & User Utilities - **MS-Excel** - Introduction to Spreadsheet & other utilities - **MS-Power Point** - Color Editing – Adding Multi media effects –Introduction to Accounting Packages – Tally – Tally Overview – Accounting Through Tally – Reports using Tally – Introduction & Overview of other Accounting Packages.

Unit - V Case Studies

References

Basic Communication Skills - By P.Kiranmai Dutt & Geetha Rajeevan , 2000
Jill Murphy, 2003, Microsoft Office Word- Comprehensive Course - Labyrinth Publications.
McGraw-Hill/Irwin - Deborah Hinkle, 2003, Microsoft Office Word 2003: A Professional Approach, Comprehensive Student Edition Specialist Student Edition.

Skill Based Elective - II

(Semester - IV)

Marketing Management

Unit - I

Marketing – Meaning – functions – Approaches to the study of marketing – Marketing segmentation – Systems approach – Features of industrial, consumer and services marketing – Marketing information system.

Unit - II

Marketing environment – External factors – Demographic factors – Internal factors – Marketing mix – 4ps' in marketing - Consumer Behaviour - Meaning and Importance - Consumer Buying Process – Determinants of Consumer Behaviour – Psychological and sociological determinants -Theories and relevance to marketing - Marketing Research: Meaning - Objectives – Procedures.

Unit - III

Product Management – New Product –Meaning –Product mix product planning and Development – Product policies – product line decisions – product positioning and targeting –managing product life cycle product failures –branding and packaging.

Pricing –Meaning-Pricing factors – Objectives and policies – pricing methods and Procedure.

Unit - IV

Physical Distribution Mix: Distribution channel policy –Choice of channel – Channel Management –Conflict and cooperation in channels – Middlemen functions - Logistics Promotion Mix decision –Advertising role – Budgeting copywriting, media selection measuring Advertising effectiveness – Sales promotion tools and techniques, personal selling.

UNIT - V

Marketing in Indian context - Indian Marketing environment – The new economic policy and its Impact on marketing – Special areas in marketing – Rural Marketing – Societal Marketing – Relationship Marketing – Direct Marketing.

References

Principles of Marketing By Philip Kotler & Gany Armstrong, 2002

Fundamentals of Marketing, By William J. Stanton, 2000

Marketing Management, By Marvin A. Jolson, 2004

Skill Based Elective - III

(Semester - V)

Advertising And Sales Promotion

Unit - I

Advertising – Nature and scope of Advertising – Functions – Types – Approaches to advertising – Economic and Social Implication of Advertising – Current challenges and opportunities.

Unit - II

Advertising strategic planning and organization – Advertising agencies – Media Decision – Forms of media – Print Media – Electronic media – Internet – Outdoor and Transit media – Direct Marketing, cinema – radio and television – Miscellaneous media.

Unit - III

Advertising copy – design of layout – Advertising Budget – Advertising Research – Evaluation of

Unit - IV

Sales Force Management – Importance – sales force decision – sales force size – recruitment & selection – training – methods – motivating – salesman controlling – compensation & incentives – fixing sales territories – quota – evaluation.

Unit - V

Sales promotion: Meaning – methods – promotional strategy – marketing communication and persuasion – promotional instruments: advertising techniques of sale promotion – consumer and dealers promotion. After sales service – packing – guarantee – personal selling – Objectives – Salesmanship – process of personal selling – types of salesman.

References

Advertising, By J.H. Bolen, 2004

Advertising and Sales Management, By C.N. Sontakk, 2006

Advertising Management, By Rajeev Batra, John G. Myers & David A. Aaker, 2000

Skill Based Elective – IV

(Semester – V)

Market Research & Consumer Behaviour

Unit - I

Marketing Research and Scope of Marketing Research – Marketing Research as an aid to marketing decision making – Marketing Research Design – The Marketing Research process – Exploratory, descriptive and conclusive Research. Primary and Secondary methods of data collection – Construction of Questionnaire – Application of Sampling techniques – Data Analysis and Research Presentation.

Unit - II

Applications of Marketing Research – Product Research – Advertising Research – Market and Sales Analysis Research – Motivation Research.

Unit - III

Consumer Behaviour: Need to study Consumer Behaviour – Applications of Consumer Behaviour principles to strategic marketing. Models of Consumer Behaviour – Market segmentation and Consumer Behaviour - Factors influencing consumer behaviour – social, economic, psychographic, group influences – Influence of religion, culture and language & status.

Unit - IV

Buying behaviour: Product perception – learning, attitude, personality. New product purchase, repeat purchase, consumer spatial behaviour – consumption analysis – product usage rates – expenditure pattern – Howard-Seth Model of Buyer behaviour – Organisational Behaviour of buyer.

Unit - V

Consumer decision processes – Problem recognition – search and evaluation – purchasing processes – post – purchase behaviour – Consumerism – Industrial and Domestic consumer characteristics.

Reference

Marketing Research By Harper Boyd & Ralph Westfall, 2000
Consumer Behaviour, David L.Loudon & Alber J.Della Bitta, 2005
Consumer Behaviour, Schiffman, 2004

Skill Based Elective - V

(Semester – VI)

Personal Selling & Sales Force Management

Unit - I

Pricing Decision Framework - Customer Demand – Costs - Corporate Objectives & Competitor Reactions - Government Policy - Barriers in the Industry - Pricing Methods & Pricing Strategies

Unit - II

Introduction to Marketing Communication - Marketing Communications and Promotions - The Marketing Communications Process - The Promotion Mix

Unit - III

Growing Significance of Sales Promotion - Objectives of Consumer-Oriented Sales Promotion Programmes - Trade Promotion - Planning Sales Promotion Programmes

Unit - IV

Personal Selling – Introduction - Personality and Motivation Profile of an Effective Salesperson Role of a Salesperson - Selling Theories - Selling Process and the Skills Required - Sales Force Management – Introduction - Role of Sales Managers - Functions of Sales Managers

Unit - V

Case Studies using customized tools

Reference

Marketing – By Dhruv Grewal & Michael Levy

Marketing and Sales – By Rajan Saxena.

Skill Based Elective - VI

(Semester - VI)

International Marketing

Unit - I

International Marketing – Definition and Scope – Reasons and Motivations – Global vs. Domestic Marketing – Concepts related to the management of international marketing function – World Trade and India’s foreign trade: an overview – Institutional framework for exports in India.

Unit - II

Global marketing environment – Cultural Environment – Political and Legal Environment - Economic Environment.

Unit - III

India’s Export – Import policy – procedure and Documentation.

Unit - IV

International Product Policy and Planning – Pricing for exports and logistics – International Promotion: Advertising, other forms & Sales force – Selection of Channels and Distribution.

Unit - V

International Market selection – International Marketing Research – International marketing Planning and control.

Reference

International Marketing Management By Varshney & Bhattacharya, 2003

Global Marketing Management, By Warren J.Keegan, 2005

International Marketing, By Philip Cateora & John Graham, 2001