




UNIVERSITY OF CALCUTTA

Notification No. CSR/ 37 /14

It is notified for the information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of his powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 12.08.2014, approved the *Syllabus for Specialisation in Marketing for the M.Com. course of study* under this University as laid down in the accompanying pamphlet.

The above shall be effective from the academic session 2014-15 and onwards.

SENATE HOUSE
KOLKATA-700073
The 3rd September, 2014


(Dr. S.K.Barua)

Deputy Registrar

Proposed Curriculum for Marketing Specialisation

Papers Suggested with details:

Paper Code	Name
2.3	Strategic Product and Brand Management
2.4	Consumer Behaviour and Marketing Research
2.5	Integrated Marketing Communication (IMC)
2.6	Sales and Distribution Management
2.7	Retail Management and Logistics Management
2.8	Rural and Agricultural Marketing
2.9	Social Marketing and Marketing of Services
2.10	International Marketing

STRATEGIC PRODUCT & BRAND MANAGEMENT

Paper 2.3

Module I

- Product Planning and Management: Concept and Levels of Product; Product Line and Product Mix Decisions
- New Product Development Process
- Branding Strategy: Importance of Branding; Branding Terminology; Basic Branding Concepts – Brand Awareness, Brand Personality, Brand Image, Brand Identity, Brand Loyalty, Brand Equity; Product vs. Corporate Branding
- Major Branding Decisions: Selecting a Brand Name; Brand Extension Decision

Module II

- Brand Positioning and Re-Launch: Brand Building and Communication
- Branding in Specific Sectors: Customer, Industrial, Retail; Service Brands; e-branding; Branding for International Marketing
- Handling Competition: Market Situation Analysis; Analysis of Competitors' Strategies and Estimating their Reaction Pattern and Competitive Positions; Strategies for Leader, Follower, Challenger, Nicher; Product and Brand Strategies for Emerging, Declining and Fragmented Industries; Competitive Pricing; Competitive Advertising

Suggested Readings

1. Lehmann and Winer; *Product Management*, McGraw Hill
2. Aaker; *Managing Brand Equity*, Free Press
3. Chaturvedi; *New Product Development*, Wheeler Publications
4. Keller; *Strategic Brand Management*, Prentice Hall of India
5. Kapferer; *Strategic Brand Management*, Kogan Page

6. Sengupta; *Brand Positioning, Strategies for Competitive Advantage*, Tata McGraw-Hill Publishing Co. Ltd.
7. Chernatony and McDonald; *Creating Powerful Brands*, Elsevier

CONSUMER BEHAVIOUR & MARKETING RESEARCH

Paper 2.4

Module I

- Consumer Behaviour Theory & its Application: Definition, Understanding, Scope and Importance
- Environmental Influences on Consumer Behaviour: Culture, Sub-culture, Social class, Social Groups, Family, Personal Influence and Diffusion of Innovation
- Individual Determinants: Personality and Self Concepts, Motivation and Involvement, Perception, Learning, Attitudes and Changing Attitudes
- Consumer Decision Process; Problem Recognition, Search and Evaluation, Purchasing Process, Post-Purchase Behaviour
- Consumer Behaviour Models: Howard-Sheth Model, Engel Blackwell and Miniard Model; Organisational Buying Behaviour

Module II

- Introduction: Meaning of Research, Objectives of Research, Motivation in Research, Types of Research

- Problem Formulation: Problem Definition, Literature Review, Research Objectives, Hypothesis Formulation, Drafting Research Proposal
- Designing the Research: Descriptive Research, Causal Research and Exploratory Research, Cross-Sectional and longitudinal Research, Qualitative and Quantitative Research, Experimental Design, Measurement and Scaling Techniques, Questionnaire Design
- Data Sources and Collection: Type and Sources of Data, Methods of Data Collection, Sampling Design, Sample Size Decisions, Field Work
- Data Preparation and Analysis of Data: Coding, Editing and Data Entry, Data Presentation, Overview of Univariate and Multivariate Data Analysis, Use of Statistical Packages
- Report Preparation and Presentation: Characteristic of a Well-Written Report (Title Page, Preface and Acknowledgements, Contents, Statistical Tables, Charts and Diagrams, Executive Summary, Introduction, Methodology, Data Analysis and Findings, Conclusion, Recommendation, Limitation, Bibliography, Annexure, Index.), Oral Presentation, OHP and Slide Presentation, Power Point Presentation.
- Application of Marketing Research: Product Development and Testing Research, Consumer Behaviour Research, Marketing Performance and Advertising Research, Market Segmentation Research, Brand and Service Positioning Research; Distribution and Pricing Research, Sales Research, Case Studies.

Suggested Readings

1. Loudon; *Consumer Behaviour, Concepts and Applications*, McGraw Hill
2. Schiffman and Kanuk; *Consumer Behaviour*, Prentice Hall
3. Bennett and Kassartjian; *Consumer Behaviour*, Prentice Hall
4. Engel, Blackwell and Miniard; *Consumer Behaviour*, Dryden Press

5. Block and Roering; *Essentials of Consumer Behaviour*, Dryden Press
6. Nargundkar; *Marketing Research – Text and Cases*, McGraw Hill
7. Beri; *Marketing Research*, McGraw Hill
8. Malhotra; *Marketing Research: An Applied Orientation*, Pearson Education
9. Bradley; *Marketing Research*, OUP
10. Green, Tull and Albaum; *Research for Marketing Decisions*, PHI
11. Majumdar; *Marketing Research; Text, Applications and Case Studies*, New Age International Ltd
12. Murthy and Bhojanna; *Business Research Methods*, Excel Books
13. Hair, Bush and Ortiau; *Marketing Research*, McGraw Hill
14. Aaker, Kumar, Day and Leone; *Marketing Research*, John Wiley and Sons
15. Hague and Jackson; *Market Research*, Kogan Page
16. George and Mallary; *SPSS for Windows: Step by Step*, Pearson Education

INTEGRATED MARKETING COMMUNICATIONS (IMC)

Paper 2.5

Module I

- Advertising – Economic, Social and Regulatory Aspects; Scope, Types
- Integrated Marketing Communication (IMC): Concept, IMC Planning Process; Analysing the Communication Process; Source, Message and Channel Factors
- Objectives and Budgeting for IMC; DAGMAR
- Developing the IMC Program; Creativity, Media Planning, Media Evaluation; Direct Marketing; Internet Shopping Portals
- Monitoring, Evaluation and Control; Measuring Effectiveness

Module II

- Advertising Agency: Roles and Responsibilities; Compensation; Evaluation; Specialized Services; Client-Agency Relationship

- Global Marketing Communication: International Environmental Issues and their Relevance; Strategic Orientation; Variations in Advertising Execution in the Global perspective and the roles of other IMC Tools

Suggested Readings

1. Belch, Belch and Purani; *Advertising and Promotion*, McGraw Hill
2. Shah; *Advertising and Integrated Marketing Communications*, McGraw Hill
3. Rossiter and Percy; *Advertising Communication and Promotion Management*, McGraw Hill
4. Arens; *Contemporary Advertising*, McGraw Hill
5. Ogilvy; *Ogilvy on Advertising*, Prion

SALES AND DISTRIBUTION MANAGEMENT

Paper 2.6

Module I

- Sales Management: Introduction, Evolution, Fundamentals; Buyer-seller Dyad; Setting Sales Objective
- Sales Organisation: Principles, Design, Organisation; Sales Process Automation
- Personal Selling Process: Prospecting, Preparation, Presentation, Handling Objection, Closing Sales, Follow Up
- Sales Planning; Sales Forecasting: Importance, Methods

Module II

- Sales Territory; Importance; Build Up and Break Down Method; Allocation of Territory
- Sales Quota: Importance, Type

- Sales Budget: Steps in Developing Sales Budget, Types
- Sales Force Management: Recruitment and Selection; Training; Motivation; Sales Force Compensation; Evaluation of Sales Force
- Marketing Channels; Distribution Environment; Role and Functions of Intermediaries

Suggested Readings

1. Spiro; *Management of Sales Force*, McGraw Hill
2. Havaladar; *Sales and Distribution Management(text and Cases)*, McGraw Hill
3. Still, Cundiff and Govoni; *Sales Management*, Prentice Hall India
4. Panda and Sachdev; *Sales and Distribution Management*, Oxford

RETAIL MANAGEMENT AND LOGISTICS MANAGEMENT

Paper 2.7

Module I

- Introduction to Retailing: Retailing Framework, Importance, Retail environment, Value and Value Chain, Retailer Relationship
- Retail Institutions: Retail Institutions by Ownership, Retail Institutions by Store-based Strategy Mix, Non-store-based Retailing, Web Retailing, Modern Non-Traditional Methods in Retailing
- Strategic Planning in Retailing: Objectives, Franchising in Retail, Rural Retailing, Pricing Strategy, Promotional Strategy, Situation Analysis, Specific Activities, Ethical Retailing, Control, Feedback
- Identifying & Understanding Consumer; Consumer Demographics & Life-style, Consumer Characteristics, Needs and Desires, Shopping Attitudes and Behaviour, Information Flow in Retail Distribution, Retail Information System, Retail Consumer's Insights and Retailer's Actions, Building Customer Loyalty

- Setting & Managing Retail Business: Site Selection and Setting Up Retail Store, Setting Up Retail Organization, Organization Pattern in Retailing, HRM in Retailing, Retail Business – Asset Management, Budgeting, Resource Allocation, Operations Management
- Merchandise Planning & Implementation: Devising and Implementing a Merchandising Plan, Category Management, Private Labels, Visual Merchandising, Maintaining Retail Image

Module II

- Logistics & Inventory Management: Logistic Planning, Logistic Strategy, Facilities Planning, Inventory Management, Transportation
- Supply Chain Management (SCM) in Retail: Relationship between Supply Chain and Logistics, Backward and Forward Integration; Bullwhip Effect, Information Flow in SCM, Supply Chain Risk Management, SCM Models, Key Performance Indicators
- Logistics Functions: Order Processing, Warehousing, Inventory, JIT, Outsourcing, 3PL, RORO, LOLO, Inter-Modal Transport, Freight Forwarders
- International logistics, e-Marketplaces–Online Auctions & Exchange, Managing Logistics in future

Suggested Readings

1. Pradhan; *Retailing Management – Text and Cases*, McGraw Hill
2. Berman, Barry and Evans; *Retail Management*, Prentice Hall
3. Cooper; *Strategy Planning in Logistics and Transportation*, Kogan Page
4. Cox, Roger and Brittain; *Retail Management*, Prentice Hall
5. Pradhan; *Retail Merchandising*, McGraw Hill

RURAL AND AGRICULTURAL MARKETING

Paper 2.8

Module I

- Rural Marketing: Nature, Characteristics and Potential of Rural Markets in India; Indian Rural Markets - Opportunities and Trends; Socio-Cultural, Economic and other Environmental Factors affecting Rural Marketing
- Rural Buying Behaviour; Factors, Market Segments, Corporate India Initiatives
- Marketing of Products and Commodities in Rural Market: Planning, Pricing, Promotion and Management of Distribution Channels for Marketing of Products in Rural Areas; Media Planning and Organizing Personal Selling in Rural Markets

Module II

- Agricultural Marketing and Economic Development; Importance, Growth and Role of Agricultural Marketing
- Marketing of Agricultural Inputs; Marketing of Fertilizers, Pesticides, Seeds, Tractors and other Agricultural Products in Rural India
- Packaging and Packing of Agri-Products: Types of Materials used for Packaging; Advantages and Disadvantages of different Packing Materials
- Grading and Standardization: Meaning, Purpose and Advantages of Grading; Inspection for Agro-Products; Quality Control of Agro-Products, Grade Standard Criteria

Suggested Readings

1. Dogra and Ghuman; *Rural Marketing – Concepts and practices*, McGraw Hill
2. Gopaldaswamy; *Rural Marketing*, Wheeler Publishers
3. Nayyar and Ramaswamy; *Globalization and Agricultural Marketing*, Rawat Publications

4. Rajagopal; *Managing Rural Business*, Wheeler Publishers
5. Rajagopal; *Organising Rural Business*, Sage Publishers
6. Ministry of Agriculture, Government of India; Annual Reports and Survey Reports

SOCIAL MARKETING AND MARKETING OF SERVICES

Paper 2.9

Module I

- Social Marketing: Definition, Understanding, Relevance, Emerging social issues, The Indian Scenario
- Social Marketing Process: Core Elements, Social Change Strategies; Social Marketing vs. Commercial Marketing – Similarities and Differences; Regular Four Ps and Additional Ps in Social Marketing; Marketing Mix at Strategic and Operational Levels
- Social Marketing: Behaviour Change, Attitude Formation, Adoption Process; Diffusion of Social Products; Influence Groups and their Mobilization; Social Marketing Campaigns – Stages and Effectiveness; Influence of Social Changes on the Indian Business Environment and Organizations – Opportunities and Threats; Cases

Module II

- Service: Definition, Understanding, Nature, Characteristics, Importance, Growth, Difference between Service and Good, Service Mix, Levels, Types, Differentiation; Service Marketing Triangle
- Service Marketing: Environment – Macro Environment and Micro Environment; Customer – Role and Level of participation in Service; Customer Mix; Service Consumer Behaviour and Model for Understanding; Service Quality; Service Standardization; Technology in Service – Role and Impact, Self-Service Technology
- Market Segmentation and Selection: Service Marketing Segmentation - Targeting and Positioning

- Service Marketing Mix; Service Offer; Pricing, Promotion and Distribution of Service
- Management of Demand and Supply of Service: Product Support and Post-Sales Service; Managing Competitive Differentiation, Service Quality and Productivity in Service Industry
- Service Marketing Applications; Marketing of Financial, Medicare, Educare, Hospitality Services; International Marketing of Services and WTO and GATS

Suggested Readings

1. Zeithmal, Bitner, Gremler and Pandit; *Services Marketing*, McGraw Hill
2. Kapoor, Paul and Halder; *Services marketing – Concepts and Practices*, McGraw Hill
3. Kotler; *Social Marketing in India*, Sage
4. Jha; *Social Marketing*, Himalaya Publishing House

INTERNATIONAL MARKETING

Paper 2.10

Module I

- Introduction to International Marketing: Nature, Significance, Complexities in International Marketing; Transition from Domestic to Transnational Marketing; International Market Orientation – EPRG Framework
- International Marketing Environment: Internal Environment, External Environment, Impact of Environment on International Marketing Decisions, Tariff and Non-Tariff Barriers
- Foreign Market Selection: Global Market Segmentation, Selection of Foreign Markets; International Positioning; International Market Entry Strategy
- Product Decision: Product Planning for Global Markets, Standardization vs. Product Adaptation, New Product Development, Management of International Brands; Packaging and Labeling

Module II

- Pricing Decision: Environmental Influences on Pricing Decisions, International Pricing Policies and Strategies, Dumping and its various forms, INCOTERMS
- Promotion Decision: Complexities and Issues; International Advertising; Personal Selling; Sales Promotion; Public Relations
- Distribution Channel and Logistics: Functions and Types of Channels; Channel Selection Decision, Selection of Foreign Distributors / Agents and Managing Relations with them; International Logistics Decisions
- International Marketing Planning, Organization and Control: Issues in International Marketing Planning; International Marketing Information System; International Marketing Organizing and Controlling; International Marketing Operations
- Emerging Issues and Developments in International Marketing: Ethical and Social issues; International Marketing of Services; information Technology and International Marketing; Impact of Globalization; WTO

Suggested Readings

1. Cateora, Graham and Salwan; *International Marketing*, McGraw Hill
2. Joshi; *International Marketing*, Oxford
3. Czinkota; *International Marketing*, Dryden Press
4. Keegan; *Global Marketing*, Prentice Hall
5. Fayerweather; *International Marketing*, Prentice Hall
6. Paliwoda; *The Essence of International Marketing*, Prentice Hall
7. Hodgets and Luthans; *International Management*, McGraw Hill