

## SEMESTER - III

### MARKETING

CONSUMER BEHAVIOUR	RETAIL MANAGEMENT
<ol style="list-style-type: none"> <li>1. Dimensions of Consumer Behavior</li> <li>2. Market Opportunity Identification Analysis &amp; Evaluation</li> <li>3. Psychological Influences on consumer behavior</li> <li>4. Perception, Learning, Motivation and values</li> <li>5. Personality-Attitudes and Persuasion</li> <li>6. Buying and Disposing</li> <li>7. Groups and Consumer Behavior</li> <li>8. Organisational and Institutional Consumer Behaviour</li> <li>9. Socio-Cultural, Cross Culture - Family group</li> <li>10. Reference group</li> <li>11. Influences on Consumer behavior</li> <li>12. Consumer Behavior in the networked era</li> <li>13. Alternative views on Consumer Behavior</li> <li>14. Marketing Ethics and Consumer Behavior.</li> </ol>	<ol style="list-style-type: none"> <li>1. Global Retailing – Challenges and opportunities</li> <li>2. Retail trends in India</li> <li>3. Socio economic and technological Influence</li> <li>4. Organized and unorganized formats</li> <li>5. Different organized retail formats</li> <li>6. Emerging trends in retail formats</li> <li>7. MNC's role in organized retail formats</li> <li>8. Choice of retail locations</li> <li>9. Internal and external atmospherics</li> <li>10. Positioning of retail shops</li> <li>11. Retail service quality management</li> <li>12. Merchandizing and category management</li> <li>13. Visual Merchandise Management</li> <li>14. Space Management</li> <li>15. Retail Inventory Management</li> <li>16. Understanding of Retail shopper behavior</li> <li>17. Factors influencing retail shopper behavior</li> </ol>

SALES AND DISTRIBUTION MANAGEMENT	INTEGRATED MARKETING COMMUNICATION / PROMOTIONAL STRATEGY
<ol style="list-style-type: none"> <li>1. Importance of Sales Management</li> <li>2. Selling process, Strategies and tactics</li> <li>3. Buying Decision Process</li> <li>4. Role of Marketing and Selling</li> <li>5. Sales quota, Sales Territory</li> <li>6. Size of the sales force</li> <li>7. Recruiting and selecting- sales force</li> <li>8. Channel design factor</li> <li>9. Selecting channel partners</li> <li>10. Training up, Motivating and evaluating channel members</li> <li>11. Channel design implementations</li> <li>12. Types of retailers</li> <li>13. Retailing strategies</li> <li>14. Franchising – e-tailing</li> <li>15. Limitations of wholesalers</li> <li>16. Elements of channel information systems</li> <li>17. IT as enabler of SCM</li> </ol>	<ol style="list-style-type: none"> <li>1. Principles of advertisement</li> <li>2. Enhancing Brand Equity through IMC</li> <li>3. Targeting and Positioning</li> <li>4. Media plan, Type and choice criteria</li> <li>5. Reach and frequency of advertisements</li> <li>6. Traditional vs Modern Media</li> <li>7. Measuring Ad Message Effectiveness</li> <li>8. Scope and role of sale promotion</li> <li>9. Sales promotion techniques</li> <li>10. Integrating PR in to Promotional Mix</li> <li>11. Marketing Public Relation function</li> <li>12. Process of Public Relations</li> <li>13. Tools and Goals of Publicity</li> <li>14. Public Relations, Word-of-Mouth Influence</li> <li>15. Point of Purchase Communications and Signage</li> </ol> <p>4 AL</p>

## DIGITAL AND SOCIAL MEDIA MARKETING

1. Strategies in Digital Marketing
2. Customer Insights - On & off-page Optimization
3. Inbound Links & Link Building
4. Campaign Management - Conversion Tracking
5. Conversion Metrics: CPA, CTR
6. Intelligence Reporting - Conversions
7. Social Media Marketing
8. Social Media Management
9. Revenue optimization tools
10. SEO & SEM
11. User Behaviour, Market Segmentation
12. Campaign Process Optimisation
13. Mobile Optimized Websites
14. 7 Step Process for Mobile Apps
15. Campaign Planning
16. Situation Analysis
17. Information Gathering & Research

## SEMESTER - IV

### MARKETING

PRODUCT AND BRAND MANAGEMENT	SERVICE MARKETING
<ol style="list-style-type: none"><li>1. Management of New Product Development Process</li><li>2. Managing Product Life cycle</li><li>3. Brand Management Process</li><li>4. Brand Identity</li><li>5. Brand Image and Personality</li><li>6. Brand Tracking and Monitoring</li><li>7. Building Brands in Indian Market</li><li>8. Launching a New Brand</li><li>9. Revitalizing Brands</li><li>10. Brand Extension Strategies</li><li>11. Brand Portfolio Management</li><li>12. Managing Brands Across Geographical Borders</li><li>13. Managing Brand Experience</li><li>14. Digital Branding</li><li>15. Employment Branding</li><li>16. Co-branding</li></ol>	<ol style="list-style-type: none"><li>1. Service Economy</li><li>2. Unique characteristics of services</li><li>3. Challenges and issues in Services Marketing</li><li>4. Assessing service market potential</li><li>5. Environment and trends</li><li>6. Service market segmentation</li><li>7. Service Life Cycle</li><li>8. Service Blue Printing</li><li>9. SERVQUAL</li><li>10. Designing service delivery System</li><li>11. Pricing of services, methods</li><li>12. Integrated Service marketing communication</li><li>13. Service Marketing Strategies for health</li><li>14. Entertainment &amp; public utility Information Technique Services</li><li>15. Integrating AI strategies for services</li></ol>

## INTERNATIONAL MARKETING

1. A comparison of domestic marketing with international marketing
2. International marketing orientation
3. WTO and globalisation: issues
4. Internationalisation
5. Country evaluation and selection
6. Country evaluation and selection
7. Correlates of culture
8. Types of government and political economic systems
9. Different legal systems
10. Modes of global market entry and strategies
11. Direct and indirect marketing channels in a foreign country
12. International logistics and global supply Chain management
13. Global issues: the internet and e-commerce
14. Export documentation and procedures
15. Decision making for international markets