

PGDMM-01

Marketing for Management

BLOCK -1

UNIT- 1 Introduction to Marketing –

Meaning of Marketing, Marketing Mix, and Marketing Strategy

UNIT- 2 Marketing in a Developing Economy –

Marketing at Different levels of Economic Development, Relevance of Marketing in Developing Economy, Areas of Relevance, and The Relevance of Social Marketing.

UNIT- 3 Marketing for Services –

The Concept of Services, Reasons for Growth of the Service Sector, Characteristics of Services, Elements of Marketing Mix in Service Marketing, Product Pricing, Promotion, Distribution, People, Physical Evidence and Process

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UNIT- 4 Planning Marketing Mix-

The Elements of Marketing Mix, the Place of Marketing Mix in Marketing Planning, The Relationship between Marketing Mix and Marketing Strategy, The Concept of Optimum Marketing Mix

UNIT- 5 Market Segmentation –

The Concept of Market and Segment, Market Segmentation versus Product Differentiation, Benefits and doubts about Segmentation, Forming Segments, Bases for Segmentation and Selection of Segments

UNIT- 6 Marketing Organization –

Principles of Designing an organization, Marketing Organisations – Changing role, Considerations involved and methods of Designing the Marketing Organisations, and Organisations of Corporate

Marketing

UNIT- 7 Marketing Research and its Applications –

The Context of Marketing Decisions, Definition, Purpose and Scope of Marketing Research, Marketing Research procedure, Applications and Problems of Conducting Marketing Research, Marketing Research in India..

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UNIT- 8 Determinant's of Consumer Behavior –

Importance of Consumer Behavior, Types of Consumers, Buyer versus User, A model of Consumer Behavior, Factors influencing Consumer Behavior- Psychological, Personal, Social and Cultural Factors.

UNIT- 9 Modeled of Consumed Behavior –

Decision, Levels of Consumer Decisions, Process of Decision- Making, Types of Purchase Decision Behavior, Stages in the Buyer Decision Process, Models of Buyer Behavior.

UNIT- 10 India Consumer Environment –

Demographic Characteristics, Income and consumption Characteristics, Characteristics of Organisational Consumers, Geographical Characteristics, Market Potential, Socio cultural Characteristics

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UNIT- 11 Product Decisions and Strategies –

Product and its types, Marketing Strategy for different types of Products, Product Line Decision and Diversification

UNIT- 12 Product Life Cycle and New Product Development

The Product Life Cycle Concept, Marketing Mix at Different Stages, Option in Decline Stage and New Product Development Strategy.

UNIT- 13 Branding and Packaging Decisions –

Brand Name and Trade Mark, Branding Decisions, Advantages and Disadvantages of Branding, Brand Name Selection, Packaging, Packaging Industry, Functions of Packaging and Legal Dimensions of Packaging.

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UNIT- 14 Pricing Policy & Practices –

Determinants of Pricing, Role of Costs in Pricing, Pricing Methods, Objectives of Pricing Policy, Consumer Psychology and Pricing, Pricing of Industrial goods, Pricing over the Life- Cycle of the Product, Nature and Use of Pricing Discounts, Product Positioning and Price, Non-price Competition

UNIT- 15 Marketing Communication –

Process, Influence, The Promotion Mix- Determining, The Promotion Budget.

UNIT- 16 Advertising & Publicity –

Meaning, Type, objectives and Role of Advertising, Advertising Expenditure-Indian scene, Advertising Management, Developing Advertising Copy and Message, Selecting and Scheduling Media, Measuring Advertising Effectiveness, Coordinating with Advertising Agency and Publicity

UNIT- 17 Personal Selling & Sales Promotion-

Role of Personal Selling, Types of Selling jobs, The Selling Process, Sales Promotion-Objectives and Methods, Planning Sales Promotion and Promotional Strategy

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UNIT- 18 Sales Forecasting –

Meaning, Process, Approaches and Methods of Sales Forecasting, Product Sales Determinants, Status of Sales Forecasting Methods Usage, The Evaluation of Forecasts, Computerized Sales Forecasting, Relating

the sales Forecast to the Sales Budget and Profit Planning.

UNIT- 19 Distribution Strategy –

Importance of Channels of Distribution, Alternative Channels of Distribution, role of Middleman in Indian Economy, Selecting an Appropriate Channel, Physical Distribution Tasks, Location of fixed Facilities, Specific Issues Relating to Maintenance of Stock.

UNIT- 20 Managing Sales Personnel –

Selling and Sales Management, Recruitment and Selection of Salesman, Training, Motivating and Controlling of Sales Personnel.

UNIT- 21 Marketing and Public Policy –

Regulatory Role of the Government, Role of government in Marketing Decision-Making Process, Impact of Government Control on Product Decisions, Pricing Decisions, Promotional Decisions and Channel and Distribution Decisions.

Sales Management

BLOCK -1

UNIT- 1 Introduction to Sales Management –

Sales and Distribution Strategy – Role in the Exchange Process, Interdependence of Sales and distribution, Sales Management- Formulation of Sales Strategy, Framework For Joint Decision Making in sales and Distribution Management

UNIT- 2 Personal Selling –

The Growing Importance of Personal Selling, Situations Conducive for Personal Selling, the Changing Role of sales persons, Diversity of selling situations, Qualities of a good Sales Personnel, the scope of Activities in sales Situations

UNIT- 3 Sales Process –

Personal Selling and Marketing Effort- Difference between Advertising and Personal Selling, Significance of Personal Selling, Theories of Selling- AIDAS Theory, Right Set of Circumstances theory , Buying Formula theory, Personal Selling Process- Prospecting, Preparation to Meet Individual Prospects, Making the Sales Presentation, Draw attention, hold interest and build desire, sales resistance, Meeting the sales resistance, Closing the Sales.

UNIT- 4 Computer Systems & Applications in Sales Management –

Role of Sales Management, Organisations as an Information Processing System, Need of Computers, Execution of an Order, Information Sought from Sales Management, Process of obtaining information for a Sales Management System, Working of Computerised System, Uses of Computerised Sales Management System

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UNIT- 5 Communication Skills –

Working of Communication, Communication Objectives, Communication Media and their Characteristics, Selecting Media options, Non Verbal Communication, Oral Communication, Impersonal Communication, Non Verbal behavior in Interpersonal Interactions, Written Communication, Writing sales Letters and Other Materials.

UNIT- 6 Sales Presentation –

Presentation, Types of Sales Presentation, Typical Structure of s Presentation, Planning the Presentation strategy, Presentation skills, Principles of Effective Presentation.

UNIT- 7 Negotiation Skills –

Meaning of Negotiation, Difference between Selling and Negotiating, The Negotiating Continuum, Steps of Negotiation, Negotiation Strategies, Principles of Sales Negotiations..

UNIT- 8 Retail Communication: Sales Displays –

Objectives of Sale Displays, Principals of Display, Types of Display, Managing Displays Effectively, Training Retailers, Motivating the Retailer.

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UNIT- 9 Job Analysis, Recruitment & Selection –

Nature of the Sales Job, Sales Job Analysis, Recruitment, Recruitment Sources, Selection, Selection Tools

UNIT- 10 Training the Sales Force –

Logic of Training, Training Process, Area of Sales Training, Process and Methods of Identifying Training Needs, Learning Styles Designing and Conducting the programme, Trainer's Abilities, Training Follow up

UNIT- 11 Compensation and Motivation of Sales Force –

Types of Compensation (Direct and Indirect), Case Studies on Compensation Schemes, Factors Influencing Design Of Compensation Schemes, Criteria for Designing a Compensation Package, Motivation of Sales force, Motivation and Needs, Sales person and Motivational Technique.

UNIT- 12 Monitoring and Performance Evaluation –

Monitoring-Needs and Objectives, Parameters used to Monitor Sales force, Content of a Sales report, Basic Sales reports and their Analysis, Performance Appraisal Evaluation, Salesmen's Evaluation- Some Basic Issues, Setting Performance With Norms, Comparing Performance With Norms,

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UNIT- 13 Sales Planning –

Product wise Sales Planning, Territory Management Meaning, Reason of Sales Territories, Steps in Territory Planning, Approaches to Territory Design, Territory Coverage Planning, Territory Expense Planning, Control Systems, Improving Territory Productivity, Sales programme Planning.

UNIT- 14 Sale's Organisations –

Need for sales Organisation, Developing a sales Organisation, Centralisation and Decentralisation in Sales Organisation, Basic Types of Organisational Structure, Developing Territories, Field sales Organisations, Specialisation in a Field Sales Organisations, Role of the Sales Executive.

UNIT- 15 Sale's Forecasting and Sale's Quota's-

Sales Forecasting, Managing Sales Forecasts, Sales forecast Differentiation, Monitoring the Sales Forecast, Sales Forecasting For New Products, Sales Quota- Meaning and importance, Attributes of a Good Sales Quota Plan.

UNIT- 16 Sale's budgeting and Control –

Meaning and Importance of Sales Budgeting, Purpose of the Sales Budget, Methods of Sales Budgeting, Preparation of Sales Budget, Budget Implementation and Establishment of Feedback Mechanism, Flexibility in Budgeting, Introduction and Purpose of Sales Control. Sales Control System, Methods of Sales Control, Marketing Cost Analysis, Usefulness of Marketing Cost analysis, Sales Management Audit.

BLOCK- 5 Case Studies

CASE-1 Puripen; Selecting the Communication Mix

CASE-2 Devox (India) Limited: A Less Expensive But Complaining Customer

CASE-3 National Electrical Engineer's Limited: Sale's Contest For Sale's Staff Motivation

CASE-4 The Genuine Charcoal Filter: Sale's Monitoring & Control System

CASE-5 Asia Pacific Electrical's Limited: Territory Planning and Management

CASE-6 Rqllimited: Budgeting and Cost Control System's

Management of Marketing Communication and Advertising

BLOCK-1

UNIT – 1 Marketing Communication Process –

The Role of Marketing Communication, Concept of Marketing Communication, The Occurrence of Marketing Communication, The Sources of Misunderstanding in Communication, Elements of the Promotion Mix, Conclusion.

UNIT – 2 Communication- Key Behavioural Concepts –

Consumer Needs and Motivation, Consumer Personality and Psychographics, Consumer Perception, Consumer Learning and Concepts Relevant to Advertising, Consumer Attitudes and Advertising, Group Behaviour and Consumers.

UNIT – 3 Indian Media Scene –

Status of Mass Media, Expenditure on Advertising, Reach of Mass Media, Media Exposure, Rural Media Scene

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UNIT – 4 Planning Communication Strategy –

The Concept of Promotional Strategy and Tactics , A Planning Framework of Promotional Strategy , Decision Sequence Analysis for Promotional Planning

UNIT – 5 Advertising Campaign Planning –

Strategic Consideration – Message Design and Positioning, Message Design and Marketing Objectives, Message Presentation, One Sided Vs. Two Sided Messages, Message Development – Meaning and Tools, Size and Shape, Headline, Illustration, Body Copy, Colour, Composition , Messages and Creativity – One Final Word.

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UNIT – 6 Advertising Creativity : Campaign Planning and Execution –

Creativity : Concept Defined, Creativity in Advertising, Creative Process, Creative Personality, Creative Ideas, Creative Associations,

UNIT – 7 Advertising Research –

Role and Trends – Kinds of Advertising Research, Measuring Awareness, Measuring Recall, Measuring Attitude, Measuring Brand Usage, Copy Testing, Syndicated and Custom Research Techniques, A Word of Caution When Conducting Research.

UNIT – 8 Measuring Advertising Effectiveness : Definitions & Techniques –

Measures of effectiveness, Issues in Measurement, Awareness and Knowledge, Recall, Liking and Attitude, Preference, Sales, Methods.

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UNIT – 9 Media Concepts, Characteristics and Issues in Media Planning –

The Advertising Plan, Advertising Expenditures, Media Concepts, Media Characteristics, Creative Advantages and Disadvantages of Various Media, Evaluating Media Options, Media Selection.

UNIT – 10 Media Selection, Planning and Scheduling –

The Meaning and Types of Media, Media Planning: a Process, Media Selection : a Process, Media Scheduling, A Final Word on Media Strategy.

UNIT – 11 Internet as an Emerging Advertising Media –

Profile of Internet, Internet and Marketing Communication, Difference Between Traditional and Internet Advertising, Similarities Between Internet and Other Mass Media Advertising, Effectiveness of Internet Advertising, Internet Advertising Influencing Traditional Advertising, Pricing Issues in Internet

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Advertising

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UNIT - 12 Managing Sales Promotion-

Managing consumer Promotions, Managing Trade Promotions, Managing Sales force Promotions, Managing Sales Promotion in Service Marketing, Measuring the Performance of Sales Promotion

UNIT -13 Direct Marketing –

What is Direct Marketing? Growth of Direct Marketing, Characteristics of Direct Marketing, Types of Direct Marketing Offer, Media for Direct Marketing, Direct Mail, Designing Effective Direct Response Packages.

UNIT- 14 Publicity and Public Relations-

Meaning and Scope of Public Relations, Public Relations and Management, Public Relations in Marketing

UNIT- 15 Social Marketing Communication-

The Planning Cycle for creating communication, Situation Analysis- Key Steps and Methodologies, Setting Objectives, A framework for Strategy, Creative Approaches that Work.

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UNIT-16 Functions and Structure of Ad Agency –

The Role of an advertising agency, Functions and structure of an advertising agency, The agency-client relationship and productivity, Preparing for the campaign: How the agency should understand the product and market, The Advertising Tasks

UNIT-17 Managing Client Agency Relationships-

Application of Marketing Concept to Agency Set up, Agency Growth: Style and Conduct, Agency Positioning and Strategy, Size of the Client Influencing Strategy, Size of the Agency Influencing Strategy

UNIT-18 Strategies for Account Management –

Planning, Communication and Strategy, Their Inter-Relationship, The Role of Communication in Value creation And delivery, The First 'C' Cooperation: Helping Firm and Industry, The Second 'C' Focussed Concern, The Third 'C': Competitive Response, Strategy, Product life Cycle (PLC) and Implications for Promotion Mix, Trends in Marketing Communication (Promotion) Mix, The Fourth 'C': Competitive Advantage

UNIT-19 Legal and Ethical Issues in Advertising –

Laws and Acts Concerning Advertising, Case Studies,

Case I : P&G HLL

Case II : Maggi Ketchup

Case III : KMP Oils

Case IV : Novino

Case V : Pepsodent

Case VI : Diplomat

Case VII : Herbertson

Case VIII : Cadbury

Case IX : Bacardi

International Misleading Ads and Redressals, Advertising Ethics

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Case-1 Puripen: Selecting the Communication Mix –

Company's Profile , Puripen: The Marketing Mix, Timing of Launch, The Results Discussion Questions

Case-2 Ray-Ban Sunglasses –

Objectives, Introduction, Agency Brief, The Need Communication Strategy, Discussion Questions.

Case-3 Colour Television-

The Competitive Environment, IRS Data, Marketing

- Dynamics, Competitive Positioning, CTV Buyer, Buyer Behaviour, Discussion Questions Exhibit, Colour Television Buyer Behaviour
- Case-4** **Project Clear (A) : The Advertising Brief –**
The Company, Product, Market Research, Major Findings, Current Product Usage, Areas of Dissatisfaction with Existing Products, Advertising Strategy, Discussion Questions
- Case-5** **Project Clear (B): Formulation of Advertising Strategy-**
Advertising Strategy, Target Audience, Message Generation, Background to Creative and Media Strategy, Key Characteristics of Brand, Discussion Questions
- Case-6** **Project Clear (C) : Formulating Creative and Media Strategy -**
Agency Efforts, Discussion Questions, Exhibit 1, Exhibit 2, Exhibit 3, Exhibit 4, Exhibit 5,.
- Case-7** **Nishan Jams: Message Strategy and Execution-**
Bread Spread Market, Marketing Research, Copy Testing, Selection of Copy Testing, Discussion Questions.

PGDMM-03
STRATEGIC MARKETING MANAGEMENT

BLOCK – 1

UNIT – 1 Strategic Management –

An Introduction – Strategic Vision and Strategic Management, What is Strategy? Strategic Management and Operational Management, Long range Planning and Strategic Management, Need for Strategic Management, Levels of Strategy, Elements of Strategic Management, Benefits of Strategic Management, General Manager and Strategic Management.

UNIT – 2 Environmental Analysis –

Why Environmental Analysis? Types of Environment, General Environment, Sources of Environmental Information, Environment – Strategy Interface,

UNIT – 3 Strategic Management Process -

Identifying the Current Strategy and Objectives , Evaluation of Strategy, Generating Alternatives, Evaluating Alternatives and choosing the strategy, Implementing the chosen strategy, Review of Results for Feedback,

UNIT – 4 Strategy and Structure –

Matching Organisation Structure to Strategy, Determinants of Organisation Structure, Strategy and Structure Proposition, The Stages Model of Structure, Forms of Organisation : Strategy Related Benefits and Limitations, Structure for Development Programmes, Perspectives on Strategy and Structure,

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UNIT – 5 Strategic Management and Leadership –

Role of Leadership, What is Leadership, Process of Leadership, Functions of Leadership, Why Good

Leaders are Scarce,

UNIT – 6 Universal Inner Structure of Effective Leaders–

Selflessness, Character, Courage, Will-Power, Initiative, Knowledge, Handling People, Leadership Styles, Leadership in Indian Context.

UNIT – 7 Strengthening the Universal Inner Structure –

How to Improve Leadership Potential? Self development Diary, How to Sustain Motivation for Self-development to be a Leader, Practical Hints on Handling People,

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UNIT – 8 Technology Management –

Technology as the Strategic Element, Technology Life Cycles, Impact of Technology on Mankind, Technology as a Strategic Resource, Management of Technology at the Enterprise Level, Planning for Technology, Technology Forecasting, Key Tasks and Organisational Linkages in Technology Management, Identification of Technology Gaps.

UNIT – 9 In-house Development of Technology –

Integrating R&D into Corporate Strategy, Factors for Successful Management of Innovation Process, Customer Focus, Climate of Change, Committed Style, Combined Operations and Structures, Creative and Communication Skills, Control Systems, R&D Time Horizons and Strategies, Resource Analysis for Strategy and its Elements,

UNIT – 10 Acquisition and Absorption of Technology –

Buyer-Seller Relationship in Technology Transactions, Modes of Technology Transfer, Evaluation of Technology, Terms of Payment, Technology Transfer and Absorption, Monitoring Technology Transfer Benefits, Maximising the Technology Transfer Process, Role of Licensor and Licensee.

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UNIT – 11 Social Responsibility : The Case of Dying Fish

UNIT – 12 Social Audit –

What is Social Audit? Why Should Firms Undertake Social Audit? Types (or Frameworks) of Social Audit? Obstacles in Social Auditing, Social Audit in India, Future of Social Auditing,

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CASE – 1 Brooke Bond India Limited (B)

CASE – 2 Technology Development & Absorption

CASE – 3 Eicher Tractors India Limited

CASE – 4 Fruits and Vegetables Canning Project of the Gujarat Agro Industries Corporation Limited

CASE – 5 Indian Iron and Steel Company

CASE – 6 Larsen and Toubro Group

CASE – 7 Wanson India Private Limited

PGDMM-04

Consumer Behaviour

UNIT – 1 CONSUMER BEHAVIOR – NATURE, SCOPE AND APPLICATIONS-

Nature of Consumer Behavior, Meaning of Consumer, Decision Process, scope, Individual Determinants, External Environment, Applications of Consumer Behavior in Marketing.

UNIT – 2 CONSUMER BEHAVIOR AND LIFESTYLE MARKETING-

Demographics, Psychographics and Lifestyle, Characteristics of Lifestyle, Approaches to Lifestyle, Applications to Studies, Lifestyle profiles in Indian Context, VALS system of Classification, Applications of Lifestyle Marketing.

UNIT – 3 ORGANISATIONAL BUYING BEHAVIOR-

ORGANISATIONAL BUYING BEHAVIOR, ORGANISATIONAL BUYING BEHAVIOR: Some Typical Characteristics, Organisational Customers, Organisational Buying Influences, The Organisational Buying Situations, Organisational Buying Behaviour: Some Models, The Selection of a Supplier.

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UNIT-4 Perceptions-

The Concept of Perception, Stages in the Perceptual Process, Sensory System, Sensory Thresholds, Perceptual Selection

UNIT-5 Consumer Motivation and Involvement –

The Concept and Typology of Needs, Motives : The Basis of Motivation, The concept of Motivation, Motivational Conflicts, Consumer Involvement, The Facets of Involvement.

UNIT-6 Attitude and Attitude Change –

Attitude and Consumer Decision-Making, The

constituents of Consumer Attitude, The Functions of Consumer Attitude,

UNIT-7 Learning and Memory –

Concept of Learning, Theories of Learning, The Two Complex Issues of Learning, Memory: Structure and Functioning, Retrieving Information, Measuring Memory for Advertising, Marketing Applications.

UNIT-8 Personality and Self-Concept –

An overview of Personality : Its Nature & Their Application to Consumer Behaviour, The Concept of Personality, Theories of Personality, The Psychoanalytic Theory of Freud, Social-Psychological or Neo-Freudian Theory, Trait Theory of Self-concept, Consumption and Self-concept, Marketing Application of Personality and Self-concept in Jeans Market in India, Application of Psychographics and Self-Images in Marketing : The Charms Example.

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UNIT – 9 Reference Group Influence & Group Dynamics–

The influence of Reference Groups, Types of Reference Groups, Reference Group Influence on Products and Brands, The Role of Opinion Leadership in the Transmission of Information, The Dynamics of the opinion Leadership Process, The Personalities and Motivations of Opinion Leaders, The Concept of Social Class : Its Nature and Meaning, Social Class and Social Stratification, Social Class and Social Influence, Social Class Categorisation, Relationship of Social Class to Lifestyles, Social Class and Buying Behaviour, Social Class and Market Segmentation.

UNIT – 10 Family Buying Influences, Family Life-cycle and Buying Roles –

Family Buying Influences : Nature and Types of Influences, Consumer Socialisation, Inter-generational Influences, Family Decision-Making,

Family Role Structure and Buying Behaviour, The Dynamics of Family Decision-Making : Purchase Influences and Role Specialisation, The Influence of Children, The Family Life Cycle Concept, Implications of Family Decision-Making for Marketing for Marketing Strategy,

UNIT – 11 Cultural And Sub-cultural Influences –

Culture : Meaning and Significance, The Characteristics of Culture, Cultural Values, Cultural Values and Change, The Need for Cross-cultural Understanding of Consumer Behaviour, Subcultures and their Influence,

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UNIT – 12 Problem Recognition & Information Search Behaviour –

Purchase Process & Post-purchase Behaviour – Importance of Problem Recognition, An Overview of Problem Recognition, Threshold level in Problem Recognition, Problem Recognition in the Industrial Buying Process, Information Search,

UNIT – 13 Information Processing –

Concept of Information Processing, Exposure, Attention, Comprehension, Acceptance/Yielding, Retention, The Imaginal Processing The Influencing Factors, Marketing Implications of Information Processing,

UNIT – 14 Alternative Evaluation –

Alternative Evaluation : The Four Components, Formation of Brand Sets for Alternative Evaluation, The Choice-Making Rules, The Basic Choice Heuristics, The Marketing Response to the Choice Heuristics,

UNIT – 15 Purchase Process –

Post Purchase Behaviour – An Overview of Purchase Process, Buying Stage and Situational Influences, Steps to Benefit from Situational Influences, An

Anatomy of Non-store Buying, Routes of Non-store Buying, Developing an Attitude to Post-Purchase Behaviour, Theories of Post Purchase Evaluation Markete3rs Response Strategies.

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UNIT – 16 Early Models –

Economic Models, The Psychological Model (The Pavlovain Learning Model), The Psychoanalytic Model, The Gestalt Model, The Cognitive Dissonance Explanation, Sociological Model, The Cognitive Dissonance Explanation, Sociological Model,.

UNIT – 17 Howard Sheth Model –

Howard Sheth Model – A Background, Input Variables, Hypothetical Constructs, Exogenous Variables and Working Relationships, The choice Process as Explained by the Model, Types of Problem Solving Behaviour, The Evaluative Criteria, Howard Sheth Model – An Assessment.

UNIT – 18 Recent Developments in Modelling Buyer Behaviour –

Classification of Current Modelling Efforts, Some Recent Models, Bettman's Information Processing Model of Consumer Choice, Evaluation of Consumer Behaviour Models.

MARKETING RESEARCH

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UNIT – 1 Marketing Research –

Meaning and Importance – Marketing Research – Meaning and Importance, Stages in the Marketing Research Process, Scope of the Marketing Research Function, Self – Assessment Questions, Further Readings.

UNIT – 2 Organisation of Marketing Research in India –

Growing Importance of Marketing Research in India, Expenditure on Marketing Research in India and Major Users, Ways of Conducting Marketing Research in India, Increased Demand for Outside Research Services, Common Applications of Marketing Research, Problems in Conducting Marketing Research in India.

UNIT – 3 Research Design –

Research Design – Meaning and Importance , Causality : The Basis of Classification of Various Types of Research Designs, Exploratory Research Design, Descriptive Research Design, Factors Influencing Experimental Validity, Quasi-Experimental Designs, Experimental Designs, Experimental Designs,

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UNIT – 4 Data Collection –

Data and the Research Process, Secondary Data – Need and Usage, Sources of Secondary Data, Advantages and Limitations of Secondary Data, Sources of Primary Data, Basic Methods of Data Collection, Sources of Error in Primary Data

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Collection

UNIT – 5 Sampling –

Sampling – Its Importance and Limitations, Sampling: Basic Concepts, Steps in the Sampling Process, Sampling Designs, Estimation of Sample Size.

UNIT – 6 Questionnaire Design and Development –

Questionnaire: Format and Administration, Steps Involved in Designing a Questionnaire, Constructing a Questionnaire, Management of Field Work, Coding and Tabulation, Ambiguities in the Questionnaire Method.

UNIT – 7 Attitude Measurement & Scaling-

Attitude, Levels of Measurement, Formats of Rating Scales, Single- item vs. Multiple-Items Scales, Criteria for Good Measurement.

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UNIT – 8 Qualitative Research –

Meaning, Differences between 'Qualitative' and 'Quantitative' Research, Uses of Qualitative Research, Methods of Conducting Qualitative Research, Latest Techniques of Qualitative Research.

UNIT – 9 Data Processing –

Coding, Tabulation And Data Presentation –Editing of data, Coding of Data, Classification of Data, Statistical Series, Tables as Data Presentation Devices, Graphical Presentation of Data.

UNIT – 10 Description and Inference from Sample Data –

Distinction between Description and Inference, Framework for Analysis Measures of Sample Data, Results from Inferential Statistics.

UNIT – 11 Analysis of Association –

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Association, Strength of Association between two Nominal Variable, Correlation Coefficient, simple Linear Difference, Analysis of Difference.

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UNIT – 12

Regression Analysis, Discriminate analysis and Factor Analysis-

Analysis of Variance, Regression Analysis, Discriminate Analysis, Factor Analysis.

UNIT – 13

Conjoint Analysis –

What is Conjoint Analysis, Steps in the Application of Conjoint Analysis.

UNIT – 14

Cluster Analysis and Multi-

Dimensional Scaling-Inputs for Cluster Analysis, different Approaches to Cluster Analysis, Factors to be considered while using Cluster Analysis Techniques Multi-dimensional Scaling.

UNIT – 15

Application of Marketing Research in India –

Some Case Studies - Illustration on 'Consumer Research', Illustration on 'Demand Forecasting', Illustration on 'Sales Promotion Campaign', Other Potential Applications.