

THE GANDHIGRAM RURAL INSTITUTE - DEEMED TO BE UNIVERSITY

GANDHIGRAM-624 302

Department of Economics

CURRICULUM DESIGN - P.G. Diploma in Marketing Management**

(with effect from 2018-19 and thereafter)

Semester	Category	Course Code	Course Title	No. of Credits	Hours / Week	Duration of ESE (Hours)	Evaluation		Total Marks
							CFA	ESE	
I	Core Courses	18ECOP0101	Principles of Management	4	4	3	40	60	100
		18ECOP0102	Managerial Economics	4	4	3	40	60	100
		18ECOP0103	Marketing Management	4	4	3	40	60	100
		18ECOP0104	Consumer Behaviour	4	4	3	40	60	100
		18ECOP0105	Services Marketing	4	4	3	40	60	100
Total (A)				20	20	-	200	300	550
II	Core Courses	18ECOP0206	Rural Marketing	4	4	3	40	60	100
		18ECOP0207	International Marketing	4	4	3	40	60	100
		18ECOP0208	Retail Marketing	4	4	3	40	60	100
		18ECOP0209	Project Work***	8	8	-	75-	75+	200
			Total (B)	20	20	-	195	305	500
Grand Total (A+B)				40	40	-	495	605	1050

**** Passing minimum 50%**

***** Project Work** : For evaluation of Project, the following criteria will be adopted: 75 marks for external evaluation, 75 marks for internal evaluation and 50 marks for joint viva-voce examination.

PRINCIPLES OF MANAGEMENT

(Course Code:18ECODIPC1Credit: 4

Hours: 64

Marks: 100)

Objective

Enable the students to understand the conceptual framework of principles and functions of management

Specific Learning Outcome

1. Understood the management concepts and different schools of thought on management
2. Familiarized with management functions and processes
3. Acquired skills on management tools and techniques
4. Acquired knowledge on management efficiency and effectiveness

Unit I: Development of Management Thought

(13 hrs)

Management: Meaning - objective/scope-Management Vs Administration - Management Process-Management Thoughts: pre-scientific management era - Management science era - Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker - management thought in globalised era.

Unit II: Planning and Decision Making

(13 hrs)

Planning - Meaning and importance - types of planning - steps in planning, Decision making - Meaning and importance, approaches to decision making, steps in decision making -policy making - types of policies - principles of policy making - policy formulation and administration - basic areas of policy making.

Unit III: Organizing

(12 hrs)

Forms of organization: formal and informal - departmentalization - Staffing: nature and purpose, importance, components - Direction: - functions - leadership: styles and functions

Unit IV: Coordinating

(13 hrs)

Need and importance - Types of co-ordination, and interdependence Vs co-ordination: pooled, reciprocal, sequential - Principles of co-ordination - approaches to effective co-ordination - problems- communication

Unit V: Controlling

(13 hrs)

Control: meaning and importance- Types of control - Steps in controlling - Planning Vs Controlling - control tools: Integrated control system- Management audit-management effectiveness

References

- Andrew J. Dubrin, (2012), **Essentials of Management**, (9th Ed), Thomson Southwestern
- Samuel C. Certo and Tervis Certo, (2012), **Modern management: concepts and skills**, (12th Ed) , Pearson education, New Delhi
- Harold Koontz and Heinz Weihrich, (2012) **Essentials of management: An International & Leadership Perspective**, (9th Ed), Tata McGraw-Hill Education, New Delhi
- Charles W.L Hill and Steven L McShane, (2011), **Principles of Management**, McGraw Hill Education, Special Indian Edition, New Delhi
- Bhattacharya, Dipak Kumar (2013), **Principles of Management**, Tata McGraw - Hill, New Delhi
- Sherlakhar, S.A. and V.S. Sherlakhar, (2014), **Modern Business Organization and Management**, Himalaya Publishing House. , New Delhi

MANAGERIAL ECONOMICS

(Course Code:18ECODIPC2Credit: 4 Hours: 64 Marks: 100)

Objective

To orient the students in principles and analytical tools of managerial economics.

Specific Objectives of Learning

1. The students would be able to select and apply tools of managerial economics for business decision making.
2. The students would have gained knowledge on real economic problems and their impact on business efficiency.

Unit I: Introduction to Managerial Economics (12 hrs)

Nature - Scope - Basic concepts in Managerial Economics - Role of Managerial Economists - Objectives of firm.

Unit II: Theory of Demand and Supply (14 hrs)

Law of demand - Elasticity of demand - Use of elasticity of demand in managerial decisions - Demand Forecasting, Methods of demand forecasting for new products and established products - Law of Supply and Elasticity of Supply - Demand Supply Interaction.

Unit III: Theory of Production (14 hrs)

Production function - Types of production function, Isoquant and its properties - Law of Variable proportions - Law of Returns to Scale - Cost and Revenue functions - Cost and Revenue Curves - Break Even Analysis and its uses in Managerial Economics.

Unit IV: Market Structure and Price Determination (12 hrs)

Market - Definition - Conditions - characteristics - Price determination under Perfect competition - Monopoly - Monopolistic Competition - Basics of Oligopoly.

Unit V: Macro Economic Problems (12 hrs)

Business cycle - features - phases of business cycle - inflation - Factors causing Inflation - Measures to control business cycle and inflation.

References

1. Baumol William. J (1973), **Economic Theory and Operations Analysis**, Prentice Hall, London.
2. Dean Joel (1951), **Managerial Economics**, Prentice Hall India, Delhi.
3. Gopalakrishna.D (1994), **A Study in Managerial Economics**, Himalaya Publishing House, Mumbai.
4. Varshney R.L and Maheshwari K.L (2006), **Managerial Economics**, Sultan Chand and Sons, New Delhi.
5. Hagul,D.C (1969), **Managerial Economics: Analysis for Business Decisions**, Longsasan, London.
6. Ahuja, H.L (2007), **Managerial Economics: Analysis of Managerial Decision Making**, S.Chand and Company Ltd., New Delhi.
7. Jhingan, M.L., and Stephen, J.K (2006), **Managerial Economics**, Vrinda Publications (P) Ltd., New Delhi.

MARKETING MANAGEMENT

(Course Code:18ECODIPC3Credit: 4 Hours: 64 Marks: 100)

Objective

To study the principles of marketing and understand the market realities.

Specific Objectives of Learning

1. The students would have acquired in-depth knowledge in different aspects of marketing and their application in business.
2. They would have gained knowledge on consumer behavior and their preferences.

Unit I: Introduction to Marketing(14hrs)

Meaning - Definition - Importance - Functions - Nature and scope of marketing - Marketing Management Process, Marketing Environment - Market Segmentation - Criteria for market segmentation - Elements of market segmentation - marketing planning-marketing Mix.

Unit II: Buyer Behaviour and Motivation

(13 hrs)

Buyer Characteristics - determinants of buyer behavior - buying motives - Maslow's Hierarchy of needs - Festinger's Theory of Cognitive Dissonance - Stages of and participants in buying process.

Unit III: Marketing Mix - Product and Price

(13 hrs)

Classification of goods - Product mix - Product Life Cycle - Product development - Product mix strategies. Pricing Decisions - Objectives - Factors affecting pricing decisions - Kinds of Pricing - pricing strategies.

Unit IV: Promotion and Distribution Mix

(12 hrs)

Promotion mix: Components - Advertising; Personal selling; sales promotion and publicity - Importance of Channels of distribution - Selection of appropriate channel -Distribution - effectiveness.

Unit V: Marketing Systems and Structures in India

(12 hrs)

Organised and unorganized marketing systems-marketing structures and functionaries-globalisation - its effect on marketing system-Rural marketing and its potentials - marketing research: methods and tools and technologies.

References

1. Philip Kotler (1997), **Principles of Marketing Management**, Printice Hill India, New Delhi.
2. Philip Kotler (2000), **Marketing Management: Analysis, Planning and Contraol**, Printice Hill India, New Delhi.
3. Varshney& Gupta (2008), **Marketing Management**,S.Chand& Co, New Delhi
4. Nair Rajan (2002), **Marketing**;S.Chand& Co, New Delhi.

CONSUMER BEHAVIOUR

(Course Code:18ECODIPC4Credit: 4 Hours: 64 Marks: 100)

Objective

To make the students understand the consumers' pre - and - post migration behavior.

Specific Objectives of Learning

1. The students would be able to gauge the consumer behavior to a given stimuli
2. The would be able to devise strategies for enhancing consumers satisfaction.

Unit I: Introduction to Consumer Behavior

(12 hrs)

Meaning - difference between consumer and customer - consumer behavior roles - kinds of consumers - Consumer Behavior: Concept - Marketing concept and consumer behavior - Importance - Applications.

Unit II: Consumer Needs and Motivation

(14 hrs)

Concept of motivation - needs - goals and motives - Maslow's Hierarchy of needs - Consumer Personality: Nature, trait theory - Elements of Consumer Perception - Elements of Consumer learning - Consumer Attitude Models.

Unit III: Consumer Decision Making

(12 hrs)

Meaning - Types of purchase decision - Four views of consumer decision making - Factors of consumer decision - Model of consumer decision making

Unit IV: Post Purchase Behavior

(14 hrs)

Manner and Methods of Purchases - Possible result of purchase - Satisfaction factors, methods of measurement - Dissatisfaction: sources - levels - responses - Disposition ways - Measures to enhance satisfaction

Unit V: Organizational Buying Behavior

(12 hrs)

Characteristics - factors - types of purchases - Organizational buying behavior Vs Consumer buying behavior - organizational buying decision process - Performance Evaluation - organizational buying decision models

References

1. Assael, H (1995,) **Consumer Behaviour and Marketing Action**, South Western, Ohio.
2. John A. Howard (1989), **Consumer Behaviour in Marketing Strategy**, Prentice Hall Inc., New Jersey.
3. Hawkins, D. I (1995), **Consumer Behaviour: Implication for Marketing Strategy**, Business, Texas.
4. Mowen, John C (1993), **Consumer Behaviour**, MacMillian, New York.
5. Schiffman, L. G and Kanuk, L L and Kumar, R.S (2010), **Consumer Behaviour**, Pearson, New Delhi
6. Solomon, R.M (2010), **Consumer Behaviour - Buying, Having and Being**, Printice Hill India, New Delhi.
7. Nair, R.S (2009), **Consumer Behaviour and Marketing Research**, Himalaya Publishing House, Delhi.
8. Sontakki, C. N (2006), **Consumer Behaviour**, Himalaya Publishing House, New Delhi.
9. Jain, P.C and Bhatt, M (2010), **Consumer Behaviour in Indian Context**, S.Chand& Co., New Delhi.

SERVICES MARKETING

(Course Code:18ECODIPC5 Credit: 4 Hours: 64 Marks: 100)

Objective

To make the students understand the marketing concept, strategies and practices in services.

Specific Objectives of Learning

1. The students would have acquired knowledge in principles and concepts of service as applied marketing in day to day business in service sector.
2. They would have gained confidence in doing services marketing.

Unit I: Services Marketing

(14 hrs)

Meaning and Concept - Characteristics of Services- Goods versus Services - LPG Syndrome. - Services Marketing - Growth of Services Sector with reference to India - Effect of Globalisation.

Unit II: Services Strategy

(12 hrs)

Strategic planning process - market oriented service strategy - the service triangle - Services marketing mix - Strategy Control.

Unit III: Managing Physical Evidence

(12 hrs)

Physical evidence - Service Scope - Role of evidence in services marketing - guidelines for physical evidence strategies.

Unit IV: Customer Relationship Management

(14 hrs)

Meaning - traditional marketing vs relationship marketing - management of relationship - CRM in Marketing - Successful approaches to CRM.

Unit V: Services Marketing in India

(12 hrs)

SWOT: a case of SBI Vs State Co-operative Bank - Marketing of Educational Services; a case of Gandhigram Rural University Vs Amirtha Institutes of Education, Tamil Nadu.

References

1. K.Rama Mohan Rao (2005), **Services Marketing**, Pearson Education RtLts, Delhi.
2. Dr. B. Balaji (2008), **Services Marketing and Management**. Chand & Co., New Delhi.
3. Harsh V. Verma (2008), **Services Marketing Text & Cases**, Pearson Education in South Asia , New Delhi.
4. Christopher Love lock, J JochenWrtzJayantaChattajee (2010), **Services Marketing, People and Technology**, (6th Edition), Pearson Education, New Delhi.
5. KekaLahivi (2007), **Services Marketing Issues and Cases**,The ICFAI University Press, India.

Semester -II
RURAL MARKETING

(Course code:18ECODIPC6 Credit: 4 Hours: 64 Marks: 100)

Objective

To introduce the rural market conditions and strategies to the students.

Specific Objectives of Learning

On successful completion of this course,

1. The students would be able to analyse the rural market environment, and identify rural market potentials.
2. The students would be able to devise different strategies to penetrate into Rural Marketing.
3. They students would be able to devise appropriate strategies to penetrate into rural market.

Unit I:Introduction to Rural Economy and Rural Marketing (14 hrs)

Rural Economy - Nature and Characteristics - Rural Marketing: Concept, origin, scope, Nature -Taxonomy - Rural Requirements: Attractiveness of Rural Market - Factors affecting Rural Marketing - Rural Vs Urban Marketing - problems of Rural Marketing.

Unit II:Rural Market Environment (13 hrs)

Rural Market Environment: Social - Economic - Ethical - Political - Physical - Technological - and Demographic - Occupational Pattern - Income Generation - Expenditure Pattern - Rural Market Infrastructure.

Unit III:Rural Marketing Channels (11 hrs)

Rural Marketing Channels - Old Set-up - New Players - New Approaches - Marketing and Distribution Trends - New Dynamics - Rural Retail outlets.

Unit IV:Rural Market Segmentation and Strategies (12 hrs)

Rural Market Segmentation - Targeting: Evaluation - Selection and Coverage of Segments - Positioning - Product, Pricing, Distribution and Promotional Strategies.

Unit V:Marketing of Rural Inputs and Outputs (14 hrs)

Rural Inputs: Market System of inputs for agriculture and rural industries - Rural Outputs: Marketing of agricultural produces - concepts of marketable and marketed surplus - market system: unregulated and regulated - Marketing of rural industrial products.

References

1. Badi R.V. and Badi N.V (2006), **Rural Marketing**, Himalaya, Mumbai.
2. Bir Singh (2006), **Rural Marketing**, Anmol, New Delhi.
3. Gopalswamy T.P (2011), **Rural Marketing - Environment, Problems and Strategies**, Vikas, New Delhi.
4. Habeeb - Ur.Rahman (2009), **Rural Marketing in India**, Himalaya, Mumbai.
5. Krishnamacharyulu C.S.G. and Lalitha Ramakrishnan (2006), **Rural Marketing: Texts and Cases**, Pearson, New Delhi.
6. Krishnamoorthy R (2009), **Introduction to Rural Marketing**, Himalaya, Mumbai.
7. Rajagopal (2001), **Rural Marketing: Development, Policy, Planning and Practice**, Rawat, Jaipur.
8. Rajesh S Shinde (2010), **Rural Marketing in India: Current Scenario**, ABD, New Delhi.

INTERNATIONAL MARKETING

(Course Code:18ECODIPC7 Credit: 4 Hours: 64 Marks: 100)

Objective

To make the students to understand the environment, procedural, institutional and decisional aspects of international marketing.

Specific Objectives of Learning

1. The students would be able to understand the functioning of international marketing and institutions.
2. They would have gained adequate knowledge in export procedures.

Unit I: International Marketing(14 hrs)

Definition - Concept - distinction between international trade, marketing and business - International marketing environment - International economic institutions: World Bank - IMF - UNCTAD and WTO.

Unit II: Constraints on International Marketing

(11 hrs)

Fiscal and Non - Fiscal barriers, Non - tariff barriers - bilateral trade agreements.

Unit III: India and World Trade(14 hrs)

Import and Export policy under WTO agreement - Institutional infrastructure for export promotion council - public sector trading agencies and ECGC.

Unit IV: Export Document and Procedures(12 hrs)

Registration of exporters - export quotation - production and clearance of goods for export.

Unit V: International Marketing Mix(13 hrs)

Identification of markets - marketing strategies on product, price, distribution and promotion.

References

1. Bhattacharya, B (1991), **Export Marketing: Strategies for Success**, Global Business Pres, New Delhi.
2. Johri, Lalit M (1980), **International Marketing: Strategies for Success**, Faculty of Management Studies, University of Delhi.
3. Keegan, Warren (1995) **Global Marketing Management**. Englewood Cliffs, New Jersey, Prentice Hall Inc., New York.
4. Onkvisit, Sak and Shaw, J J (1995), **International Marketing: Analysis and Strategy**, , Prentice Hall of India, New Delhi.
5. Pripalomi, V.H **International Marketing**, Prentice Hall India, New Delhi.
6. Terpastra, Vern and Sarthy, R (1991), **International Marketing**, Orlando, Dryden Press.
7. Walter, I and Murney, T (1988), **Handbook of International Business**, John Wiley, New York.

RETAIL MARKETING

(Course Code:18ECODIPC8

Credit: 4

Hours: 64

Marks: 100)

Objective

To introduce the students to the organized retail industry and to provide them with a overall view of the retail environment and the real life exposure with case studies from international retailers.

Specific Objectives of Learning

1. Retailing in India as well as retailing from international perspective
2. And in a position to prepare complete business plan for retailing
3. The SCM process with retail logistics

Unit I: Introduction

(12 hrs)

Definition - functions of retailing - types of retailing - forms of retailing based on ownership. Retail theories - Wheel of Retailing - Retail life cycle. Retailing in India - Influencing factors - present Indian retail scenario. Retailing from the International perspective.

Unit II: Consumer Behaviour in the retail context

(12hrs)

Buying decision process and its implication to retailing - influence of group and individual factors. Customer shopping behaviour Customer service satisfaction. Retail planning process - Factors to consider - Preparing a complete business plan - implementation - risk analysis.

Unit III: Retail Operations

(13 hrs)

Choice of Store location - Influencing - Factors Market area analysis - Trade area analysis - Rating Plan method - Site evaluation. Retail Operations: Store Layout and visual merchandising - Store designing - space planning. Retail Operations: Inventory management - Merchandise Management - Category Management.

Unit IV: Retail marketing mix

(14hrs)

An Introduction. Retail marketing mix: Product - Decisions related to selection of goods (Merchandise Management revisited) - Decisions related to delivery of service. Retail marketing mix: Pricing - Influencing factors - approaches to pricing - price sensitivity - Value pricing - Markdown pricing. Retail marketing mix: Place - Supply channel - SCM principles - Retail logistics - computerized replenishment system - corporate replenishment policies. Retail marketing mix: Promotion - Setting objectives - communication effects - promotional mix. Human Resource Management in Retailing - Manpower planning - recruitment and training - compensation - performance appraisal.

Unit V: Non store retailing

(13hrs)

The impact of Information Technology in retailing - Integrated systems approach and networking - EDI - Bar coding - Electronic article surveillance - Electronic shelf labels - customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.

References

1. Michael Levy, Barton AWeitz and Ajay Pandit, "Retailing Management" 6th edition, McGraw Hill publishing house, 2008.
2. Swapna Pradhan, "Retail Merchandising", McGraw Gill Publishing house, 2010.
3. 3.BarryBermans and Joel Evans, "Retail Management - A Strategic Approach", 8th edition, PHI private limited, Newdelhi, 2002.
4. A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, New Delhi, 2003

DISSERTATION

(Course Code:18ECODIPC9

Credit: 8 Marks: 200)

Objective

To orient the students in conducting and documenting research study.

Specific Objectives of Learning

On completion of the dissertation the students will be able to:

1. Identify the problem for taking up research studies.
2. Analyse the problem and draw inference.
3. Apply appropriate statistical tools and techniques.
4. Prepare a research report in a systematic manner.

Evaluation

For evaluation of Dissertation, the following criteria will be adopted: 75marks for external valuation, 75 marks for internal evaluation and 50marks for joint viva-voce examination.