

MBA Curriculum

From Academic Session: 2019-2020 to 2021-2022



Department of Marketing

Faculty of Business Studies

Comilla University

Comilla-3506, Bangladesh

Course Plan

MBA (Masters of Business Administration)

Year & Semester	Course Code	Course Title
First Year First Semester	MKT-511	Digital Marketing
	MKT-512	Environmental Marketing
	MKT-513	Business Marketing
	MKT-514	Service Marketing
	MKT-515	Tourism and Hospitality Marketing
First Year Second Semester	MKT-521	Global Marketing
	MKT-522	Strategic Marketing & Planning
	MKT-523	Relationship Marketing
	MKT-524	Advanced Statistical Tools in Marketing Research
	MKT-525	Marketing for Non-Profit Organization

Course Title: Digital Marketing	
Course Code: MKT 511 Clock Hours: 45	Course Credit: 03 Total Marks: 100

<p>Rationale: The course focuses on various marketing strategies, including segmentation, targeting, positioning, and marketing mix (product, price, place and promotion) strategies and explores how those strategies contribute to the company's competitive advantage in the marketplace. The curriculum provides students with managerial guides on the management of the marketing function.</p>
<p>Objectives: The course investigates marketing from a managerial perspective, including the critical analysis of functions of marketing opportunity assessment, marketing planning, marketing implementation, evaluation and control of the marketing effort. The course provides the student with a necessary mix of: (1) critical analysis, (2) application of concepts and techniques, and (3) communication.</p>
<p>Learning Outcomes:</p> <ol style="list-style-type: none"> Build up strategies to anticipate and satisfy market needs Endorse products, services, images and/or ideas to achieve a desired outcome Evaluate information through the market research process to make business decisions Prepare selling strategies Apply marketing technologies

Unit/Chapter	Contents
01	Introduction to Digital Marketing: Evolution of Digital Marketing from traditional to modern era, Role of Internet; Current trends, Info-graphics, implications for business & society; Emergence of digital marketing as a tool; Drivers of the new marketing environment; Digital marketing strategy; P.O.E.M. framework, Digital landscape, Digital marketing plan, Digital marketing models.
02	Internet Marketing and Digital Marketing Mix: Internet Marketing, opportunities and challenges; Digital marketing framework; Digital Marketing mix, Impact of digital channels on IMC; Search Engine Advertising: Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation Display marketing: Types of Display Ads Buying Models Programmable Digital Marketing Analytical Tools You Tube Marketing Email Marketing:

	<p>Introduction Date-Email marketing Process Design & Content Delivery Discovery</p>
03	<p>Social Media Marketing – Role of Influencer Marketing, Tools & Plan: Introduction to social media platforms, penetration & characteristics; Building a successful social media marketing strategy Facebook Marketing: Business through Facebook Marketing, Creating Advertising Campaigns, Adverts, Facebook Marketing Tools Linkedin Marketing: Introduction and Importance of Linkedin Marketing, Framing, Linkedin Strategy, Lead Generation through Linkedin, Content Strategy, Analytics and Targeting Twitter Marketing: Introduction to Twitter Marketing, how twitter Marketing is different than other forms of digital marketing, framing content strategy, Twitter Advertising Campaigns Instagram and Snapchat: Digital Marketing Strategies through Instagram and Snapchat Mobile Marketing: Mobile Advertising, Forms of Mobile Marketing, Features, Mobile Campaign Development, Mobile Advertising Analytics Introduction to social media metrics</p>
04	<p>Introduction to SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising - Introduction and need for SEO, How touseinternet & searchengines;searchengineanditsworkingpattern, On-page and off-page optimization, SEOT actics Introduction to SEM Web Analytics: - GoogleAnalytics&GoogleAdWords;datacollection for web analytics, multichannel attribution, Universal analytics, Trackingcode Trends in digital advertising</p>
05	<p>Strategy & Planning: Approach Audience Activities Analysis</p>
06	<p>Online Consumers & Relationship: Online Consumers, Online Consumer behavior, Online CRM, Affiliate marketing online PR & Reputation Management.</p>
07	<p>Application: A group of two students (Maximum) has to work on creating an advertising campaign through any form of digital marketingviz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or SnapchatMarketing. The student/sshouldworkoncreatingthecampaign,runningthecampaign,presentingtheresultsofthecampaignin terms of Lead Generation and / or sales and / or webanalytics.</p>

1. Teaching Methods

The course may use the following pedagogical tools:

- a. Lectures and Discussions

- b. Assignments & PPT presentations
- c. Case Studies
- d. Audio-Visual Material

2. Reference Books:

S. No.	Author	Name of the Book	Publisher	Edition
1	Seema Gupta	Digital Marketing	Mc-Graw Hill	1 st Edition - 2017
2	Ian Dodson	The Art of Digital Marketing	Wiley	Latest Edition
3	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson	1 st Edition - 2017
4.	Vandana Ahuja	Digital Marketing	Oxford University Press	Latest Edition
5.	Philip Kotler	Marketing 4.0: – Moving from Traditional to Digital	Wiley	2017
6.	Melissa S. Barker Donald I. Barker Nicholas F. Bormann Debra Zahay Mary Lou Roberts	Social Media Marketing: A Strategic Approach	Cengage	Latest Edition
7.	Ward Hanson , Kirthi Kalyanam	Internet Marketing & e-Commerce	Cengage	Latest Edition
8.	Roberts andZahay	Internet Marketing: Integrating Online & Offline Strategies	Cengage	Latest Edition
9.	Dr. Ragavendra K. and Shruthi P.	Digital Marketing	Himalaya Publishing House Pvt. Ltd.	Latest Edition
10.	Prof. Nitin C. Kamat, Mr.ChinmayNitinKamat	Digital Social Media Marketing	Himalaya Publishing House Pvt. Ltd.	Latest Edition

3. List of Journals / Magazines / Periodicals / Newspapers / e-resources,etc.

- 1 <https://learndigital.withgoogle.com/digitalunlocked/>
- 2 <https://digitalskills.fb.com/en-in/>
- 3 <https://www.hubspot.com/digital-marketing>
- 4 <http://www.afaqs.com/>
- 5 <https://www.linkedin.com/learning/>
- 6 Journal of Marketing
- 7 ET-Brand Equity
- 8 HBR

Text Books:

Marketing Management, Kotler & Keller, Prentice Hall

Reference Books:

1	Marketing Management: A Strategic Approach , H. Boyd & O.Walker
2	Marketing , William M. Pride and O.C.Ferrell, South-Western, 16th edition, 2012

Teaching Strategies:

- Lecture
- Discussion
- Case Study & Presentation

Course Title: Environmental Marketing

Course No: MKT-512
Clock Hours: 45

Course Credit: 03
Total Marks: 100

Rationale:

- This course moves progressively through individual, group, organizational level of behavior drawing on concepts and practices from the field of business marketing
- It enhances ability to communicate and work effectively with others, core skills of leadership.

It helps to strengthen people management skill so anyone can be a successful leader.

Objectives:

At the end of the course, the student should:

- a. Understand the basic principles, theories, concepts and dynamics of business marketing
- b. Apply these principles and tools in case analysis and to practical business decision-making situations.
- c. Integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan.
- d. Appreciate and learn more about business marketing as a career.

Learning Outcomes:

- a) Describe the strategies and tactics that can lead to successful business marketing given those environmental constraints.
- b) Discuss the more typical management decisions and problem faced, highlighting those peculiar to the marketing arena.
- c) Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and marketing mis adaptations.

Unit/ Chapter	Contents
01	Principles of Environmental Marketing: Introduction, Emergence, Fundamentals, Implication and Key Elements of Environmental Marketing.

02	Environmental Marketing Context: Business society and environment, Impact of physical environment on business, Balancing the relationship by market forces or command and control.
03	A New Marketing Environment: Micro environmental actors, Macro-environmental Forces, Responding to the marketing environment, The future for the environmental marketing.
04	Green consumerism: Consumption, Defining green consumption, Buying process, Post-purchase dissonance, Influences on purchase and consumption decisions, Responding to the green consumers and Consumerism.
05	Green Challenges for Marketing: Rethinking the marketing concept, Consumer sovereignty, Practical challenge, The future of the green challenge for marketing.
06	Greening of the Organization: Organizational dimensions of greening, Total quality environmental management, Evaluation of the green organization.
07	Developing Environmental Marketing Strategy, Segmentation and Positioning within Green Markets: Strategy and holism, Appropriateness, Competitiveness, Effective decision making, Implementation, Success factors for environmental marketing planning, Hunt for green consumer, Defining green market segments, Eco-positioning.
08	Green Product, Process and Packaging: Perspectives on products, Green products, Creating green products, Greening the production system, Green purchasing, Green processing, Packaging materials, Concerns about packaging, Green packaging strategies and Green packaging design.

Text Books:

Environmental Marketing Management By- Ken Peattie
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Reference Books:

Marketing and Changing Environment By Hallow and Hancock	Philip Gain edited- Bangladesh Environment facing 21 st Century SEHD Dhaka.
Marketing and Changing Environment By Hallow and Hancock	Philip Gain edited- Bangladesh Environment facing 21 st Century SEHD Dhaka.

Teaching Strategies:

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|---|
| <ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Presentation |
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Course Title: Business Marketing

Course No: MKT-513 Clock Hours: 45

Course Credit: 03 Total Marks: 100

Rationale:

- This course moves progressively through individual, group, organizational level of behavior drawing on concepts and practices from the field of business marketing
- It enhances ability to communicate and work effectively with others, core skills of leadership.

It helps to strengthen people management skill so anyone can be a successful leader.

Objectives:

At the end of the course, the student should:

- Understand the basic principles, theories, concepts and dynamics of business marketing
- Apply these principles and tools in case analysis and to practical business decision-making situations.
- Integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan.
- Appreciate and learn more about business marketing as a career.

Learning Outcomes:

- Describe the strategies and tactics that can lead to successful business marketing given those environmental constraints.
- Discuss the more typical management decisions and problem faced, highlighting those peculiar to the marketing arena.
- Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and marketing mis adaptations.

Unit/ Chapter	Contents
01	Industrial Marketing: Industrial and Consumer Marketing, Classifying Industrial Goods, the Commercial Enterprise, Government and Industrial Buyers, Industrial Demand
02	Organizational Buying Process: Buyer-Seller Interaction, Industrial Buying Process, Analysis of Buying Situation, Buying Motivations and Evaluation of Potential Suppliers
03	Organizational Buying Behavior: Environmental Forces, Organizational Force, Group Force, Individual Force.
04	Industrial Product: Industrial Product Policy, New Industrial Product Development Process, Adoption Process.
05	Industrial Marketing Channel: Nature and Types of Industrial Intermediaries, Formulating Industrial Channel, Channel Management.
06	Pricing of Industrial Goods: Pricing Process, Factors Influencing Industrial Pricing Decisions, Pricing Across the Product Life Cycle
07	Promotion: Promotional Mix and Other Promotional Techniques
08	Planning the Industrial Marketing Strategy: the Marketing Plan, Metrics Models in Industrial Marketing and Its Application

Text Books:

- | | | |
|----|-----------------|----------------------------------|
| 1. | Michael D. Hutt | :Industrial Marketing Management |
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Reference Books:

1.	Robert R. Reeder	:Industrial Marketing-Analysis, Planning and Control
2.	Hass Kobut	:Industrial Marketing Management

Teaching Strategies:

- Lecture
- Discussion
- Presentation

Course Title: Service Marketing

Course No: MKT 514
Clock Hours: 45

Course Credit: 03
Total Marks: 100

Rationale:

Services' marketing introduces students to state-of-the-art research and practice in services marketing. This course emphasizes discussion of the field's most current services marketing concepts, principles, and theories. Application of services marketing concepts to actual business situations is through case analysis and outside projects.

Objectives:

- Understand the theory and concepts pertaining to Services marketing.
- Define the role of Services marketing and discuss its core concepts and explain the relationship among customer value, satisfaction, productivity and quality.
- Understand how to develop effective service marketing strategies that emphasizes the value exchange between suppliers and their customers
- Discuss how marketing managers go about developing profitable customer relationships in the Services marketing area

Learning Outcomes:**• Critical Thinking**

- Student will develop familiarity with the concepts of Services Marketing
- It will show that the characteristics of services affect a real-life customer experience.

• Communication Skills

- Student will enhance their abilities to apply target marketing strategies in various and specific marketing situations.

• Empirical Skills

- Student will develop an awareness and appreciation of research applicable to Services Marketing.

Unit/	Contents
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Chapter	
01	Introduction: Meaning –Differences between goods and services – Why study services, Servuction Model, Molecular Model, Characteristics, Problems and solutions for different characteristics of service.
02	An Overview of service Sector: Service economy, Trend in the service sector, Dynamic service organization, Ethics in service sector, Opportunity for ethical Misconduct in Service Marketing.
03	Consumer Behavior in Service: Decision process, Special considerations pertaining to Services, Issues in service marketing, Role of culture in services.
04	Service Delivery Process: Stages of operational competitiveness, Perfect World Model, Applying the efficiency Models to service Firms
05	Pricing of Services: Perception of services, Special considerations of service pricing, emerging service pricing strategies
06	Service Communication Mix: Developing communication tools, Developing communication strategies, Special problems of service communication, General guidelines for Developing communications, Special considerations of professional service provider.
07	Measuring Customer Satisfaction in Service Sector: Definition of satisfaction and dissatisfaction, Benefits of satisfaction, Measurement technique, Satisfaction rating, Disconfirmation Model of satisfaction.
08	Measuring Service Quality: Definition, Service Gaps, Factors affecting to service gap, SERVQUAL Model, Quality measurement tool, Holistic concept for service sector.
09	Customer Retention in Service Sector: Meaning, Benefit, Tactics, Retention Programs, Defection Management.
10	Service Failures and Retention: Definition, Types of failures, Complaining behavior, Service recovery, Recovery efforts.

Text Books:	
01	Zeithmal and Mary to Bitner: <i>Service Marketing</i>

Reference Books:	
01	Christopher H. Lovelock: <i>Service Marketing</i>
02	K. Douglas Hoffman & John E.G.Bateson: <i>Essentials of Service Marketing.</i>

Teaching Strategies:
▪ Lecture
▪ Discussion
▪ Presentation
▪ Group survey and term-paper

Course Title: Tourism and Hospitality Marketing	
Course No: MKT-515	Course Credit: 03
Clock Hours: 90	Total Marks: 100

Rationale:

Hospitality and Tourism marketing is distinct in its application in relation to other products and services marketing. The positioning and programming of inter related products and services affects end to end marketing of products and services in this industry. Industry dynamics dictate that marketers be involved in a wider range of activities to adorn themselves of the information required to successfully market products effectively, efficiently and sustainably. To gain an understanding of these activities, various theoretical assumptions are made based on practical examples that amount to significant insights that marketers can apply into successful campaigns.

The effect of worldwide political and economic events in particular have impacted immeasurably upon the manner in which tourism and hospitality companies go about marketing their products and services. Planning based on contingent structures has become more valuable to set in place strategically. The outcome for such organizations is to set in place sound foundations from which firms can devise tactics and plans focused towards medium and long term planning. An important aspect involved in developing marketing practices is setting structures against sound theoretical models and to understand how and when the use of such models changes and their empirical effect on outcomes.

Objectives:

The major objectives of the course are to provide the student with an understanding and appreciation of the scope and importance of marketing in the tourism and hospitality business, familiarize the student with marketing perspectives, concepts, approaches and tools and to help the student manage hospitality marketing more effectively.

This course introduces the principles, concepts and systems utilized in the marketing and sales areas for the tourism and hospitality industry. Topics include the role of marketing as a part of brand management, customer service, and sales, the focus on guest expectations as a marketing driver, and the management of the marketing mix. We will explore the building of customer loyalty through relationship marketing and sales and will hear from industry leaders who practice relationship management every day. Site visits and internet research will be used. Projects that target understanding of industry practices will be assigned. Videos and audios will be used.

Learning Outcomes:

- Evaluate the organization and function of the tourism and hospitality industry at the end of the program.
- Assess leadership, supervisory and human relation skills within the tourism and hospitality industry.
- Implement effective sales techniques and procedures including marketing, public relations, and entrepreneurship within the tourism and hospitality industry.
- Analyze laws affecting the hospitality industry.
- Implement safety and sanitation measures.
- Generate essential food production and cost control skills.

Unit/ Chapter	Contents
01	Definition- Evolution- Tourist Typologies- Different forms of Tourism- Economic impact of Tourism

02	Effects of Tourism on Individual, Family, Society, and State- Mass Vs Moral Tourism- Reasons for Travel- Cultural Consideration in Tourism- Socio-Cultural-Political Barriers in Tourism.
03	Introduction- International Organizations- Developmental Organizations- Regional International Organizations- National Organizations (BPC, BTB) - Regional Organizations- State and Community Organizations.
04	Supply components of a Tourist Area- Measuring and Forecasting Tourist Demand- Planning Process for Tourism- Goals for Tourism Development- Political Aspects of Tourism Development- Development of Tourist Potential.
05	Introduction- Travel Agents- Internet- Consolidators- The Tour wholesaler- Specialty Channelers.
06	Introduction- Lodging and Hotel Industry- Restaurant and Food Service Industry- Resorts Industry- Meetings and Conventions- Hospitality Planning- Transportation Coordination-Human Resources.
07	Nature and Scope of Tourism and Hospitality Marketing- Apply Marketing Concept in Tourism- Tourism Marketing Mix - Apply STP Strategies in Tourism and Hospitality
08	Marketing of Rural and Urban Tourism- Marketing of different Attractions like Natural, Environmental and Manufactured Attractions.
09	The Definition and Nature of Eco- Tourism- Developing Sustainable Tourism- Current Tourism Industry Practices
10	Tourism Life Cycle
11	Professional Sales
12	Destination Marketing
13	Contemporary Avenues in Tourism

Text Books:

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| 1. | Marketing for Tourism and Hospitality: Philip Kotler (Latest Edition) |
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Reference Books:

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| 1. | Tourism: A Community Approach, Peter E. Murphy. |
| 2. | Tourism Marketing: Devashish Dasgupta (Latest Edition) |
| 3. | Tourism Marketing: Manjula Chaudhary (Latest Edition) |

Teaching Strategies:

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| ▪ Lecture |
| ▪ Discussion/Participation |
| ▪ Presentation |

Course Title: Global Marketing**Course No: MKT-521**
Clock Hours: 45**Course Credit: 03**
Total Marks: 100**Rationale:**

- The course is real- world based and the emphasis is more on "how- to- do- it" rather than what to do.
- The course recognizes that we live in a flat, hyper- connected, shrinking, interdependent world in which time horizons are compressed, communications are 24/7, information is prolific, customers are also competitors and global work teams are located throughout the world.

Objectives:

- To know the way to enter new international markets and/or expanding its business in new countries.
- To take decisions whether to internationalize.
- To decide which market to enter.
- To know the market entry strategies.
- To design the global marketing program.
- To implement and coordinate the global marketing program.

Learning Outcomes:

- This course integrates & addresses the significant impact of cultural, economic, political, infrastructure and population variables in global mkt mgt.
- Students will explore marketing issues and marketing implications in a cross- cultural perspective.
- Market, competitor and cultural investigation will address appropriate opportunity and risk assessment, market entry strategies, and importantly, the implementation of the marketing plan.
- This course will rigor and theoretical framework with the real world and the practical application.

Unit/ Chapter	Contents
1.	Introduction Marketing Frames of Reference- Organizing Marketing Experience- Researching International markets Country Analysis- Demographic Facts- Cultural Insights- Political Realities.
2.	The Global Marketing Task: Going Global, The New Global Environment, Key Concepts, Why Companies Go Global, Developing Knowledge Assets, Global Marketing Objectives Three Hats,
3.	Theoretical Foundations: Introduction, Country Specific Advantages (CSAs), Firm Specific Advantages (FSAs), FSAs CSAs and Regionalization Extending Porter's Five Forces Model, Rivalry between Global Competitors, Strategy and the Three Hats.
4.	Cultural Foundation: Introduction, The Meaning of Culture, Cultures across Countries, Culture and How to Do Business, Culture and Negotiations, Industrial

	Buyers, The Limits to Cultural Sensitivity, Culture and the Three Hats.
5.	Assessing Global Marketing Strategies: International Marketing Research, Emerging Markets, Multinational Marketing Regions and Market Groups.
6	Country Attractiveness: Introduction, Regional and Country Indicators Political Risk Research, Environmental Research, Systematic Entry Screening, Country Data Sources Researching Competitors, Forecasting Country Sales, Industry Sales, Forecasting Market Share.
7	Export Expansion: Introduction, The Impact of Entry Barriers, The Exporting Option, Importers as Trade Partners.
8	Licensing Strategic Alliances FDI: Introduction, Strategic Alliances, Manufacturing Subsidiaries, Entry Modes and Marketing Control Optimal Entry Strategy, Global Expansion Paths.
9	Local Marketing: Introduction, Buyer Decision Making, Local Buyer Research, Local Market Segmentation, Local Product Positioning, Three Local Market Environments,.
10	Local Marketing in Mature Markets: Introduction, Local Marketing in Mature Markets, Close Up Pan European Marketing, Close Up Marketing in Japan, Close Up Marketing in Australia and New Zealand, Close Up Marketing in North America.
11	Local Marketing in New Growth Markets: Introduction, Close Up: Marketing in Latin America, Close Up Marketing in the New Asian Growth Markets, Close Up: Marketing in India.
12	Local Marketing in Emerging Markets: Introduction, Local Marketing in Developing Countries, Close Up: Marketing in Russia and the NDCs, Close Up: Marketing in China, Vietnam Another China? Close Up: Marketing in Middle East.
13	Global Marketing Strategy: Introduction, The Global Marketer's Mindset, Global Market Planning, Global Market Segmentation, Targeting Segments, Global Product Positioning, Global STP Strategies, Global Marketing Planning.
14	Global Products and Services: Introduction, The Pros and Cons of Standardization, Which Features to Standardize? Localization versus Adaptation, Pitfalls of Global Standardization, Global Product Lines, Developing New Global Products, Globalizing Successful New Products, Global Services, Service Globalization Potential Foreign Entry of Services, Controlling Local Service Quality.
15	Global Branding: Introduction, Brands Defined, Global Regional and Local Brands, Extending the Brand Concept, How Brand Function, Cultural Differences, Brand Equity, The Advantages of Global Brands, The Disadvantages of Global Brands, Global versus Local Brand, Globalizing a Local Brand, Defending Local Brands, Counterfeit Products.
16	Global Pricing: Introduction, A Global Pricing Framework Pricing Basics, Financial Issues, Transfer Pricing, Countertrade, Systems Pricing, Pricing and Positioning, Global Coordination, Global Pricing Policies.
17	Global Distribution: Introduction, Distribution as Competitive Advantage Rationalizing Local Channels, Wholesaling, Retailing, Global Logistics, Parallel Distribution, Global Channel Design.
18	Global Advertising: Promotion as a Global Advantage, The Global advertising Task, The International World of Advertising, Pros and Cons of Global Advertising, The Global Advertiser's Decisions, The Global Advertising Agency, The Digitalization of Advertising, Close Up: Goodyear in Latin America.
19	Global Promotion, E-Commerce and Personal Selling: Introduction, Global Sales Promotion, Publicity, Global Public Relations, International Trade Fairs, Direct Marketing, Electronic Commerce, Global Personal Selling, Integrated Marketing Communications.
20	Organizing for Global Marketing: Introduction, Organizational Structure, A Dominant Regional Structure? The Global Network as an Asset, Globalization Management, Management Systems, People and Organizational Culture, Global Customers, Conflict Resolution, The Good Global Marketers.

21	Positioning Global Brands- Marketing Teamwork- Marketing Strategy- Product Positioning- Channel Management.
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Text Books:	
1.	Global Marketing, (<i>5th edition</i>), Johny k. Johansson.

Teaching Strategies:	
▪	Lecture
▪	Discussion
▪	Presentation

Course Title: Strategic Marketing & Planning	
Course No: MKT-522 Clock Hours: 45	Course Credit: 03 Total Marks: 100

<p>Rationale:</p> <ul style="list-style-type: none"> • This course moves progressively through individual, group, organizational level of behavior drawing on concepts and practices from the field of strategic marketing & planning • It enhances ability to communicate and work effectively with others, core skills of leadership. <p>It helps to strengthen people management skill so anyone can be a successful leader.</p>
<p>Objectives:</p> <p>At the end of the course, the student should:</p> <ol style="list-style-type: none"> Understand the basic principles, theories, concepts and dynamics of strategic marketing & planning Apply these principles and tools in case analysis and to practical business decision-making situations. Integrate the concepts/techniques learned through application in the preparation of a comprehensive marketing plan. Appreciate and learn more about marketing as a career.
<p>Learning Outcomes:</p> <ol style="list-style-type: none"> Describe the strategies and tactics that can lead to successful strategic marketing & planning given those environmental constraints. Discuss the more typical management decisions and problem faced, highlighting those peculiar to the marketing arena. Understand how managers perform the functional tasks that constitute strategic marketing & planning such as marketing intelligence and marketing mis adaptations.

Unit/	Contents
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Chapter	
01	Concept of strategy: Types-Role- of Marketing in formulating strategy, concept of strategic marketing,, process of strategic marketing.
02	Definition of marketing plan nature, prerequisites, contents of marketing plan.
03	Definition of business The strategic business Unit-Foundation of business level strategy generic competitive strategies.
04	Competitive Positioning: Objective setting Strategic group analysis-Generic business level strategies-Investment strategies-The dynamics of competitive positioning.
05	The Roots of competitive Advantage: Distinctive competencies-Competitive advantage, value creation and profitability- The building blocks of competitive advantage-Analyzing competitive advantage and profitability-Durability of competitive advantage.
06	Analysis and Identification of O-T: Industry environment (Porter’s Five Forces Model)-Macro environment.
07	Analysis and Identification of S-W: Value chain-Achieving superior efficiency-Achieving superior quality-Achieving superior innovation-Achieving superior responsiveness to customer-Financial analysis.
08	Industry environment and Business level strategy: Strategies in Fragmented industries-Strategies in Embryonic and growth industries-Strategy in mature industries- Strategies in declining industries.
09	Planning Tools: Experience curve-BCG Portfolio approach.
10	Implementing strategy: The implementing model-building blocks of organization structure-Strategic control system, its importance, types and steps-Organizational culture-developing culture at the functional level.

Text Books:

1.	Jain Subhash C.	: Marketing Planning and strategy.
2.	Hill Charles W.L. and Jones Gareth R.	: Theory of Strategic Management

Reference Books:

	Porter Michael E	: Competitive Advantage
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Teaching Strategies:

▪ Lecture
▪ Discussion
▪ Presentation

Course Title: Relationship Marketing

Course No: MKT-523
Clock Hours: 45

Course Credit: 03
Total Marks: 100

Rationale:

This course will enable you to bring a critical, ethical lens to the consideration of relational practice. Having analyzed the body of knowledge on relationship marketing you will develop conceptual frameworks for the analysis of relationship marketing and recommend strategies for the implementation of relationship marketing, both within specified contexts.

Objectives:

Relationship Marketing course is aimed at providing you with the conceptual and operational tools for the development of a long lasting and profitable relationship with customers. A relationship based upon the creation of value and setting up a marketing activity centered upon customer satisfaction and total quality. To this end, relationship levels and techniques, value creation approaches, current customer loyalty and new customer acquisition systems will be examined in detail, together with customer relationship management methods. All this will specifically focus upon cost and marketing investment return evaluation.

Learning Outcomes:

- Apply the principles of trust, commitment and loyalty to relationship marketing.
- Recognize the elements of transactional marketing and relational marketing.
- Identify the characteristics and the process of relationship marketing.
- Manage the relationship life cycle.
- Identify a number of target groups that will require different types of relationship.
- Identify and analyses customer expectation and perception.
- Recognize the tools and techniques used to implement relationship marketing.

Unit/ Chapter	Contents
01	RM, CRM and 1 to 1 Marketing, Business is a Network of Relationships, General Properties of Relationships, The roots of RM, Evolution of RM, Fundamental Values of RM, Principles of RM, The Domain of Relationship Marketing, Transaction Marketing Vs Relationship Marketing, Network and interaction.
02	Classic Market Relationships, Special Market Relationships, Mega Relationships and Nano Relationships. Value Creation: 1) Creating Value for the Customer, the Expanded Marketing Mix, Value Delivery Sequence, Value-creating Relationships and the Relationship Management Chain. 2) Creating Value for the Organization, Customer Value, Profitability and Market Segments, and the Relationship Marketing Ladder of Loyalty. 3) Building Marketing Relationships, the Six Markets Model.
03	Introducing the New Organization, What Makes Networks Works, The Rise of the Network Organizations, Partnerships,
04	Creating Value through Collaboration, Portfolio of Relationships, Managing Network Relationships, Developing the Right Interface structure and Paradoxes of Organizations.
05	Relationship as a Source of Value, Choice of Relationship Strategy, Planning for the Six Markets, Organizational Change and Generating Knowledge through

	Dialogue.
06	Return on Relationships, Loyalty, and ROR, the Relationship Marketing Ladder of Loyalty, Duration, Retention and Defection
07	Improving Customer Retention, Customer Interaction, Triplets and Tribes; Intellectual Capital and The Balanced Scorecard; Return on The Non-measurable; ROR and The Whole Network; and Strategy for Improved ROR.
08	The Future of Relationship Marketing, Current RM and CRM Literatures
09	A Paradigm Shift in Marketing, New Concepts, RM, CRM and 4Ps
10	The Value Society and The Network Society, Modernism and Post-Modernism.

Text Books:	
1.	Evert Gummesson, "Total Relationship Marketing", Butterworth Heinemann, UK.
2.	Martin Christopher, Adrian Payne and David Ballantyne, "Relationship Marketing-Creating Stockholder Value", Butterworth Heinemann, UK.

Teaching Strategies:	
	▪ Lecture
	▪ Discussion/Participation
	▪ Presentation

Course Title: Advanced Statistical Tools in Marketing Research	
Course No: MKT-524	Course Credit: 03
Clock Hours: 90	Total Marks: 100

Rationale:

Advanced Market Research explores hidden relationships within industry data, collected by a market research firm, in order to predict and forecast future events and behavior within the market. Also known as inferential statistics or advanced analytics, it is a step beyond the basic data collection done in rudimentary market research. This course pursues insights that cannot be discerned from initially viewing the data, using methods such as correlation analysis, conjoint analysis, max diff, factor and principle component analysis, structural equation modeling, cluster analysis, and nonlinear regression. It goes beyond just explaining the conditions of the data set, and seeks to predict and draw conclusions based on the present data. To clarify, market research, including advanced market research, involves industry-wide data. Marketing research, on the other hand, relates to data relevant to only one company and its customers. Data mining and predictive analytics fall under the advanced market research umbrella.

Objectives:

By the end of this course, students will be able to:

- Conduct their own marketing research and be a competent buyer/user of marketing research
- Identify research needs and select the most suitable research methods
- Design the research instruments and a sampling approach to carryout marketing research
- Analyze data using the most widely used software in industry (SPSS)
- Interpret the data and present the findings to greatest effect
- Manage marketing research suppliers

Learning Outcomes:

Upon completion of this course, we should have achieved the following learning outcomes:

1. Knowledge and understanding of:
 - a. the methods, techniques and process of marketing research
 - b. the various methods and techniques in each research stage
 - c. the use of marketing research in collecting information for making sound marketing decisions
2. Cognitive skills -Ability to:
 - a. Explain the methods, techniques and process of marketing research
 - b. Choose and apply appropriate research methods and techniques in each marketing research stage
 - c. Use appropriate research methods and techniques for specific marketing research situations for specific marketing research situations
3. Practical skills -Ability to:
 - a. Formulate the marketing research project
 - b. Develop and use various data collection instruments
 - c. Plan sampling procedures and use appropriate sampling methods to select samples
 - d. Use appropriate data analysis techniques and interpret research findings
 - e. Use SPSS to analyze data and interpret SPSS outputs
 - f. Write a marketing research report in a well-organized, professional manner and effectively communicate its contents verbally

Unit/ Chapter	Contents
01	Frequency Distribution, Statistics associated with Frequency Distribution, Introduction to Hypothesis Testing, A general procedure for Hypothesis Testing,

02	Cross Tabulation, Statistics Associated with Cross Tabulation, Hypothesis Testing related to Differences, Parametric Tests, and Nonparametric Tests.
03	Relationship among Techniques, One-way Analysis of Variance, Statistics Associated with One-way Analysis of Variance, Conducting One-way Analysis of Variance, Illustrative Data, Illustrative Application of One-way Analysis of Variance, Assumption of Analysis of Variance,
04	<i>N</i> -Way Analysis of Variance, Illustrative Application of <i>N</i> -way Analysis of Variance, Analysis of Covariance, Issues in Interpretation, Repeated Measures ANOVA, Non metric Analysis of Variance, Multivariate Analysis of Variance.
05	Product Moment Correlation, partial Correlation, Non metric Correlation, Regression Analysis, Bivariate Regression, Statistics Associated with Bivariate Regression Analysis, Conducting Bivariate Regression Analysis, Multiple Regression, Statistics Associated with Multiple Regression Analysis, Conducting Multiple Regression Analysis, Stepwise Regression, Multi collinearity, Relative Importance of Predictors, Cross-Validation, Regression with Dummy Variables, Analysis of Variance and Covariance with Regression.
06	Basic Concept of Discriminate Analysis, Relationship of Discriminate and Legit Analysis of ANOVA and Regression, Discriminate Analysis Model, Statistics Associated with Discriminate Analysis, Conducting Discriminate Analysis, Multiple Discriminate Analysis, Stepwise Discriminate Analysis, The Legit Model, Conducting Binary Legit Analysis.
07	Basic Concept, Factor Analysis Model, Statistics Associated with Factor Analysis, Conducting Factor Analysis.
08	Basic Concept, Statistics Associated with Cluster Analysis, Conducting Cluster Analysis, Application of Nonhierarchical Clustering, Application of Two Step Clustering, Clustering Variables.
09	Basic Concepts in Multidimensional Scaling (MDS), Statistics and Terms Associated with MDS, Conducting Multidimensional Scaling, Assumption and Limitations of MDS, Scaling Preference Data, Relationship Among MDS, Factor Analysis, and Discriminate Analysis, Preference Map Using Factor Analysis, Correspondence Analysis, Statistics Associated with Correspondence Analysis, Conducting a Correspondence Analysis, Basic Concept of Conjoint Analysis, Statistics And Terms Associated with Conjoint Analysis, Conducting Conjoint Analysis, Assumption and Limitations of Conjoint Analysis, Hybrid Conjoint Analysis.
10	Basic Concept, Statistics Associated with SEM, Foundation of SEM, Conducting SEM, Define the Individual Constructs, Specify the Measurement Model, Assess Measurement Model Reliability and Validity, Specify the Structural Model, Assess Structural Model Validity, Draw Conclusions and Make Recommendations, Higher-Order Confirmatory Factor Analysis, Relationship of SEM to Other Multivariate Technique, Application of SEM: First-Order Factor Model, Application of SEM: Second-Order Factor Model, Path Analysis.
11	Importance of the Report Preparation and Presentation, The Report Preparation and Presentation Process, Report Preparation, Report Format, Report Writing, Guidelines for Tables, Guidelines for Graphs, Report Distribution, Oral Presentation, Reading the Research Report, Research Follow-Up, International Marketing Research, Ethics in Marketing Research.

Text Books:

1.	Marketing Research, Naresh K. Malhotra, Prentice Hall Inc
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Reference Books:	
1.	Business Research Methods by Naval Bajpai
2.	Exploring Marketing Research by William G. Zikmund

Teaching Strategies:	
▪	Lecture
▪	Discussion/Participation
▪	Presentation

Course Title: Marketing for Non-Profit Organization	
Course No: MKT-525	Course Credit: 03
Clock Hours: 45	Total Marks: 100

<p>Rationale: This course examines the marketing principles of mission-driven organizations, specifically nonprofits and government agencies. Marketing is one tool available to managers to improve organizational performance and encourage effective communication to stakeholders. However, public and nonprofit marketers face unique marketing challenges—from deficient resources for adequately addressing marketing needs to a general lack of understanding of the power of marketing. The course will address these and other challenges of nonprofit and public sector marketers, providing students with an introduction to marketing theory. It will also equip students with practical experience in developing a strategic marketing plan, influencing the attitudes and behaviors of diverse stakeholders, leveraging social media and other emerging technologies, and other skills relevant to nonprofit and public</p>
<p>Objectives:</p> <ol style="list-style-type: none"> 1. Identify the goals and objectives of marketing for mission-driven organizations from a theoretical and practical perspective; 2. Demonstrate the strategies and tactics of nonprofit and public sector marketing through discussion, case study, small group analysis, interaction with guest speakers, and assignments; and 3. Apply their knowledge of marketing by utilizing planning and implementation tools to improve organizational performance. 4. Demonstrate the ability to read carefully and express ideas effectively regarding issues of public concern through critical analysis, discussion, and writing; 5. Apply written, oral, and visual communication skills and conventions of academic discourse to the challenges in the public policy process; and 6. Access and use information critically and analytically.
<p>Learning Outcomes: After reading this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the key characteristics of not-for-profit organizations 2. Explain why not-for-profit organizations do not always value their customers 3. Analyze stakeholders and develop appropriate engagement strategies

4. Describe and assess cause-related marketing campaigns
5. Understand how marketing can be, and is being, used to achieve social and political change in society
6. Explain how marketing is used to raise funds for charitable organizations

Unit/ Chapter	Contents
01	Introduction: Meaning, Scope and Importance of Non-profit Marketing; Marketing in Te Non-profit Environment; Marketing Philosophy; Understanding Consumer Behavior; Market Segmentation and Customer Targeting; Marketing of Social Ideas.
02	Developing a Customer Orientation: The Growth and Development of Non-profit Marketing, Developing a Customer Centered Mindset
03	Strategic Planning and Organization: Strategic Marketing Planning; Understanding Target Audience Behavior; Acquiring and Using Marketing Information; Segmentation, Positioning and Branding
04	Developing and Organizing Resources: Generating Funds; Attracting Human Resources- Staff, Volunteers, and Boards, Working with the Private Sector, Organizing for Implementation, Planning and Budgeting Marketing Mix.
05	Designing the Marketing Mix: Managing the Organization’s Offering, Social Marketing, Developing and Lunching New Offerings, Managing Perceived Costs, Managing Public Media and Public Advocacy, Controlling Marketing Strategies
06	Organizing and Controlling Marketing Strategies : Organizing for Implementation, Marketing Evaluation, Monitoring and Control.

Text Books:

Alan R. Andreasen and Phillip Kotler-Strategic Marketing for Nonprofit Organization

Teaching Strategies:

▪ Lecture
▪ Discussion
▪ Presentation
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