

BHARATHIAR UNIVERSITY, COIMBATORE-641 046
M.B.A (CBCS Pattern)
(Introduced new elective papers/revised paper with effect from 2014-15 onwards)

Note: The syllabi for the following introduced new elective papers and the revised paper Marketing Management are furnished below and there is no change in the existing scheme of examination and syllabi of the remaining papers.

III SEMESTER - ELECTIVES

MEDIA MANAGEMENT

- 21.Mass Communication
- 22.Advertising Management

IV SEMESTER - ELECTIVES

MEDIA MANAGEMENT

- 21..Public Relations,Principles and Practices
- 22.Media Laws and Ethics

2. MARKETING MANAGEMENT

Subject Description : To enable the students to understand the market and marketing concepts, functions and systems by emphasizing on strategies and global market. **Goals:** To enable the students to learn the basic functions, principles and concepts of marketing for effective managerial function.

Objectives: On successful completion of the course the students should have: Understand the marketing concepts and tasks in the global economy. To learn the buyer behaviour and factors influencing the buyer behaviour. To understand the marketing communication process and mix along with the marketing channels.

Unit I Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment-Digitalisation, Customisation, Changing marketing practices, Marketing Information System, Strategic marketing planning and organization.

Unit II Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.

Unit III Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS.

Unit IV Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing , Telemarketing; Sales force objectives, structure, size and compensation.

Unit V Identifying and analysing competitors, Designing competitive strategies for leaders, challengers, followers and nichers : Customer Relationship Marketing - Customer database, Attracting and retaining customers, Customerism in India, **Latest trends in Marketing: Digital Marketing, Internet Marketing, E-Mail Marketing, Social Media Marketing, Mobile Marketing**

References :

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.
2. Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari - Macmillan India, 2007.
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education, 11th Edition, 2007.
5. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill, 2002.
6. Case and Simulations in Marketing - Ramphal and Gupta - Golgotia, Delhi.
7. Case Studies in Marketing - R.Srinivasan - PHI.
8. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, New Delhi, 2007.
9. Marketing Management – S.Jayachandran - TMH, 2003.

Electives in III Semester
21.MASS COMMUNICATION

Subject Description

This Paper emphasises on Mass Communication; Mass media options, Role of Press, Cinema, Television, Folk Lore, Theatre and modern electronic media.

Goals

To enable the students understand the process of mass communication, media available and methods of engaging these media.

Objectives

On completion of the Course the student should have:

- Understood communication theory and its relevance to managing mass communication.
- Understood the different mass media and their functions.
- Understood the different media organisations.
- Learned about media audience and how to measure the impact of mass communication

Unit 1

Introduction to Communication Theory - communication as a social science - Need for communication- definition of communication – types - three stages of interpersonal communication - group communication - mass communication – interactive communication - barriers of communication - IT and society - Mass communication and culture.

Unit 2

The Mass Media: History practices, Values - functions of mass media - theories of the press/media - journalism - meaning - tabloid and yellow journalism -what is NEWS - journalism and PR - the role of press - Print media - press codes and ethics – media organisations like PCI, ABC, RNI, INS

Unit 3

Cinema – the beginnings and growth - documentary and short films - the newsreel - impact of cinema on society - film Censorship - guidelines

Radio – development - Indian broadcasting - All India Radio - radio formats and genres- broadcasting policy – code - FM radio - satellite radio – visual radio - ethics in broadcasting

Television - the story of Indian television - advertisement revenue - Televisions News - TV documentaries and features - talk shows - cable TV – satellite TV-ownership – control and regulations - broadcasting bill Folk and traditional media – advantages - electronic media and folk media - folk theatre Forms - Street theatre. Advertising and public relations

Unit 4

Media audience - psychology of audience - public opinion surveys - Mass media and politics - Audience measurement: the ‘rating’ game - Readership surveys

Unit 5

Media development and social change; the Indian experience - effect of media on education - the mass media and Indian family - children and media -representation of women in mass media - need for audience studies - media and consumerism.

REFERENCE:

1. MASS COMMUNICATION IN INDIA - by Keval J. Kumar (Jaico Publications)
2. MASS COMMUNICATION IN INDIA – A SOCIOLOGICAL PERSPECTIVE - by J. V. Vilanilam, (Sage Publications P Ltd.)
3. MASS COMMUNICATION PRINCIPLES AND PRACTICE – by B.K.Chaturvedi & S.K.Mittal (Global Vision Publishing)

22..ADVERTISING MANAGEMENT

Subject Description

This Paper emphasises on Advertising Management; Advertising agencies, Advertising research and strategy, Advertising media and media planning.

Goals

To enable the students understand the relevance of advertisements, role of media, strategies, and challenges.

Objectives

On completion of the Course the student should have:

- Understood meaning and importance of advertisement.
- Understood how Advertising Agencies work.
- Understood how advertisement research is conducted and strategies evolved.
- Learned about creativity and its role in advertising.
- Recognised the new trends in advertising.

Unit I

Advertising – Meaning and importance-History-classification of ads-Functions- Advertising and society- impact –Ethics

Unit 2

Advertising Agency Management, Advertising agencies – structure - working of ad agency-how to select it – how agencies are paid.

Unit 3

Advertising research and strategy - Consumer behaviour and market strategy-learning, memory and motives-Consumer decision process-Advertising planning-positioning-creative strategy-message strategy-media strategy-advertising budget-implementation and evaluation-advertising research and account planning-working of advertising.

Unit 4

Creativity and advertising - Role of creativity-meaning-elements-planning-appeals-copy writing importance of copy-layout of advertising- components-style-slogan-logo-Layout stages –Types.

Unit 5

Advertising media - Print- characteristics- categories-direct ads-direct mail ads outdoor ads-transit ads. Television and Radio- advantages limitations – Web advertng –importance of online ads-its objectives- types- challenges.

REFERENCES:

ADVERTISING PLANNING AND IMPLEMENTATION - by Sangeetha Sharma & Raghuvir Singh (Prentice-Hall of India Private Limited)

ADVERTISING MANAGEMENT - by Jaishri Jethwaney and Shruti Jain (Oxford University Press)

ADVERTISING MANAGEMENT - by Rajeev Batra, John G Myers and David A.Aaker (Prentice-Hall of India Private Limited)

Electives in IV Semester

21.PUBLIC RELATIONS PRINCIPLES AND PRACTICES

Subject Description

This Paper emphasises on the importance of Public Relations and its management.

Goals

To enable the students understand the process of Public Relations, process and practice in promoting organisations.

Objectives

On completion of the Course the student should have:

- Understood Public Relations as a means of gaining acceptance.
- Comprehended the process and practice of effective public relations activities.
- Understand the relevance of Public relations in marketing.
- Understand the role of agencies and their functions.

Unit 1

Public relations – fundamentals – definition – practice - duties and responsibilities of PR – emergence of PR - ancient times - 20th century-first world war - corporate interest in PR- Second World war-public Relations –changing role – PR in India – historical perspective – Pre and post Independence Era – emergence of professionalism - media scene - Crisis management needs -PR agencies - growth and challenges.

Unit 2

PR Process and practice - PR plan - scan the environment-develop a Communication plan - implementation of communication plan - evaluation of impact.

Unit 3

Communication and Public Relations - Communication process – Barriers –effective communication characteristics - negotiations and public relations -negotiations and conflict - negotiation process

Unit 4

Public Relations support to marketing - Customer relations - Dealer Relations - Vendor Relations - Employee public relations - Investor relations - Media relations - CSR and Community Relations - Corporate image - Corporate Identity Management - Event Managements - PR and crisis management - Government Public Relations - PR and Lobbying - Corporate Advertising - Ethics and Public Relations

Unit 5

Public Relations Agency - Functions - historical perspective – Selection of a PR agency - the structure of PR agency - Agency evaluation and audit.

REFERENCE:

1. PUBLIC RELATIONS Principles and Practices by Iqbal S. Sachdeva(Oxford university press)

2. EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY by Reddi C. V Narasimha
Publisher: Phi Learning (2009)

3. MANAGEMENT OF PUBLIC RELATIONS AND COMMUNICATIONS by Sailesh
Senguptha (Vikas Publishing House)

22.MEDIA LAWS AND ETHICS

Subject Description

This Paper discusses the legal aspects of managing media.

Goals

To enable the students understand the Media Laws and significance of ethics in management of Media.

Objectives

On completion of the Course the student should have:

- Understood Media Laws in India.
- Understood the Intellectual Properties Rights and relevant Acts.
- Understood the Laws related to Media, Women and Children.
- Learned about significance of ethics in the process of managing Media.

Unit 1

History of Media Law in India - Indian Constitution (Specific Provisions Related to Media) - fundamental rights - Directive principles of state policy - Freedom of media introduction - Defamation

Unit 2

Provisions of Indian Penal Code & Criminal Procedure Code- Official Secrets Acts 1923 - The Contempt of Courts Act 1971 - Print Media: Acts - The Press and Registration of books Act – Registration of News Papers - Press council Act

Unit 3

Intellectual Property Rights - Patents Act - The copyright Act - The Monopolies and Restrictive Trade Practices Act - Types of cyber crimes - Information Technology Act

Unit 4

Media Law and Women - Indecent Representation of Women (Prohibition) Act –salient features of the act-media and children - The Children’s Act-broadcasting- The Prasar Bharati Act, features - The Cable Television Network Act - Film media - Cinematograph Act.

Unit 5

Ethics Vs Law - Ethics VS principles of journalism - Code of Ethics- broadcasting Ethics.

REFERENCE:

1. MEDIA LAW AND ETHICS by M .Neelamalar (PHI Learning Private Limited)
2. MEDIA ETHICS AND LAWS – by Jan R. Hakemulder, Fay A. C, de Jonge, P.P.Singh (Anmol Publishing) 1998
3. MEDIA ETHICS – by Paranjoy Guha Thakurta (Oxford University Press)
4. MEDIA LAWS AND ETHICS – READINGS IN COMMUNICATION REGULATION – edited by Kiran Prasad (B.R.Publishing Corporation. BRPC (India) Ltd, New Delhi, 1998