

BHARATHIAR UNIVERSITY
P.G DIPLOMA IN MARKETING MANAGEMENT
REGULATIONS AND SYLLABUS
(EFFECTIVE FROM ACADEMIC YEAR 2007 ONWARDS)

1. ELIGIBILITY FOR ADMISSION TO THE COURSE

Candidate for admission to the first year of the PG Diploma course shall be required to have completed the UG Degree (any discipline) of this University or any other University recognized by Bharathiar University.

2. DURATION OF THE COURSE

The course shall extend over a period of one year comprising of two semesters. There shall not be less than prescribed instructional days for each semester. Examinations shall be conducted at the end of every semester for the respective subjects.

3. COURSE OF STUDY

The course of study for the PG Diploma in Marketing Management shall consist of the following:

I Semester

- 4 papers
- Examination shall be conducted at the end of the semester

II Semester:

- 4 papers
- Examination shall be conducted at the end of the semester

4. REQUIREMENT TO APPEAR FOR THE EXAMINATIONS:

A candidate will be permitted to appear for the University Examination for any semester if he / she secure not less than 75% of attendance in the number of instructional days during the semester.

A candidate may be permitted to appear for the University examinations even if he/she does not possess the minimum required attendance and allowed to continue to go for the subsequent semester and he/she should compensate the attendance requirement for both the present and earlier semester. If he/she could not earn the attendance even after continuing the subsequent semester then he/she should rejoin the course and redo the semester he/she last studied.

5. SCHEME OF EXAMINATIONS:

FIRST SEMESTER

Paper	Name of the Paper	Max. Marks		
		Int	Ext	Total
Paper 1	Principles of Management	25	75	100
Paper 2	Organizational Behaviour	25	75	100
Paper 3	Marketing Management	25	75	100
Paper 4	Managerial Economics	25	75	100

SECOND SEMESTER

Paper	Name of the Paper	Max. Marks		
		Int	Ext	Total
Paper 5	Supply Chain and Logistics Management	25	75	100
Paper 6	Advertising and Brand Management	25	75	100
Paper 7	Consumer Behaviour	25	75	100
Paper 8	Marketing Research	25	75	100

6. MEDIUM OF INSTRUCTION AND EXAMINATIONS

The medium of instruction and examination for the all the papers shall be in English.

7. PASSING REQUIREMENTS

- (i) A candidate shall be declared to have passed the examination in a subject if he/she secured not less than 50% in the University examinations and 50% aggregate (Internal + external).
- (ii) A candidate who successfully completes the course and passes the examinations prescribed in all the subjects of study shall be declared to have been qualified for the PG Diploma courses.
- (iii) If a candidate does not complete the course successfully within a period of 2 years (4 semesters) from the date of his/her joining he/she will not be eligible to receive the PG Diploma.

8. CLASSIFICATION OF SUCCESSFUL CANDIDATES

- (i) All the candidates securing not less than 75% of the aggregate marks shall be declared to have passed in **FIRST CLASS WITH DISTINCTION** provided they have passed the examination in every subject with in one year of joining the course.
- (ii) All the candidates securing not less than 60% of the aggregate marks shall be declared to have passed in **FIRST CLASS** provided they have passed the examination in every subject with in one year of joining the course.
- (iii) Other successful candidates shall be declared to have passed the examinations in **SECOND CLASS**.

9. CONFERMENT OF THE DIPLOMA

No candidate shall be eligible for conferment of the Diploma unless he / she has undergone the prescribed course of study for a period of not less than two semesters in an institution approved by / affiliated to the University or has been exempted there from in the manner prescribed and has passed the examinations as have been prescribed therefore.

10. SYLLABUS

The syllabus for various subjects shall be clearly demarcated into five viable units in each paper / subject.

11. QUESTION PAPERS

Subject Title : **Principles of Management**
Course Number :
Number of Credit Hours : **3 (Three)**

Subject Description:

This course presents the principles of management, emphasizing managerial functions.

Goals:

To enable the students to learn the basic functions, principles and concepts of management.

Objectives:

On successful completion of the course the students will be able to understand

1. the principles and functions of management.
2. the scientific decision making process and problem solving techniques.
3. modern management process.

Contents:

UNIT - I

Nature and Scope of Management process - Management Science, Art, Development on Management - Scientific Management.

UNIT - II

Planning : The meaning and purpose of planning - steps in planning - Types of planning.

Objectives and Policies : Objectives, policies, procedures and methods - Nature and type of policies.

Decision making : Process of Decision making - type of Decisions - Problems involved in decision making - Quantitative techniques.

UNIT - III

Organising : Types of organisation - Organisational structure - span of control - use of staff units and committees.

UNIT - IV

Delegation: Delegation and centralisation - Line and Staff relationship.

Staffing : Sources of recruitment - Selection process - training.

UNIT - V

Directing : Nature and purpose of Directing.

Controlling : Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - case studies.

References:

1. Robbins & Decanzo, Fundamentals of Management, Pearson Education, Asia 3rd Edition, 2001.
2. Weihrich & Koontz, Management: A Global Perspective, 1993, McGraw Hill, New Delhi
3. Dale, Ernest - Management theory & practice
4. L.M.Prasad – Principles & Practices of Management, Sultan Chand & Sons, New Delhi
5. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
6. Dr.Saxena, Business Administration and Management
7. Koontz and Odonnel, Management

Equipments/Softwares and other teaching aids and tools: Computer, LCD Projector, OHP, PowerPoint slides

Preferable Method of Teaching: Lectures and Case Study

Suggested components for evaluation for internal: Internal Test, Assignment and Seminar

Suggested contact hours required for teaching: 45 Hours

Subject Title : **Organisational Behaviour**
Course Number :
Number of Credit Hours : **3 (Three)**

Subject Description:

This course presents the principles of organizational behaviour, individual personality, group behavior, leadership and motivation.

Goals: To enable the students to learn the importance of behavioural aspects and the motivation of and individuals for the performance.

Objectives:

On successful completion of the course the students will be able to understand

1. the basic of behavioural aspects.
2. the nature of man, different personalities and their motivation and attitude.
3. the importance of change and change management.

Contents:

UNIT - I

Understanding Organisational Behaviour: Organisational Behaviour - Meaning - Importance - Historical Development of Organisational Behaviour - Organisation as a Social System - Socio - Technical System - Open System - Factors Influencing Organisational Behaviour Environmental Factors - Constraints over Organisation & Managerial Performance.

UNIT - II

Understanding Individual: Nature of Man - Similarities and Differences Among Individuals - Models, of Man - Personality - Stages of Personality Development Determinants of Personality - Learning - Perception - Factors Influencing Perception - Perceptual Distortion - Values - Attitudes - Attitude Formation - Role Behaviour Status - Sources and Problems of Status.

UNIT - III

Understanding Groups: Meaning of Group and Group Dynamics - Reasons for the Formation of Groups - Characteristics of Groups - Theories of Group Dynamics - 7`ypes of Groups in Organisations - Group Cohesiveness - Factors Influencing Group Cohesiveness - Group Decision Making Process - Small Group Behaviour.

UNIT - IV

Leadership & Motivation: Leadership Concept - Characteristics - Leadership Theories - Leadership Styles - Managerial Grid - Leadership Continuum - Leadership Effectiveness. Motivation - Concept & Importance - Motivators - Financial & Non-Financial - Theories of Motivation.

UNIT - V

Management of Change: Meaning - Importance - Resistance to Change - Causes - Dealing with Resistance to Change - Concepts of Social Change & Organisational Change - Factors Contributing to Organisational Change - Introducing Change in Large Organisations - Change Agents - Organisational Development - Meaning & Process.

References

1. Robbins, P. Stephen, "Organisational Behaviour - Concepts, Controversies and Applications", Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred, "Organisational Behaviour", McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
3. McShane.S.L and Glinow.M.A.V., Organisational Behaviour, Tata McGraw Hill Publishing Company, New Delhi, 2000.
4. Umasekaran, 1996, Organisational Behaviour, New Delhi: Tata McGraw H
5. Moorhead.G and Griffin, 1996, Organisational Behaviour Bombay: Jaico Publishing House

Equipments/Softwares and other teaching aids and tools: Computer, LCD Projector, OHP, PowerPoint slides

Preferable Method of Teaching: Lectures and Case Study

Suggested components for evaluation for internal: Internal Test, Assignment and Seminar

Suggested contact hours required for teaching: 45 Hours

Subject Title : **Marketing Management**
Course Number :
Number of Credit Hours : **3 (Three)**

Subject Description:

This course presents the various concepts of marketing, buyer behaviour, marketing mix and the analysis of the market.

Goals:

To enable the students to learn the basic of marketing, process, product mix, marketing channels, product promotion and the market.

Objectives:

On successful completion of the course the students should have:

1. understood the various concepts of marketing.
2. learnt the buyer behaviour and market segmentations.
3. learnt the product mix, channels of distribution and promotion of a product.
4. learnt about the market and analyzing the market conditions.

Contents:

Unit I

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalised economy - Digitalization, Customization, Changing marketing practices, e-business - setting up websites; 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, Branding and Packaging, 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; Market logistics decisions.

Unit IV

Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Salesforce 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, Data warehousing and mining. Attracting and retaining customers, Customerism in India, Controlling of marketing efforts.

Global Target market selection, standardization Vs adaptation, Product, Pricing, Distribution and Promotional Policy.

References

1. Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.
2. Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.
3. Marketing Management - Ramasamy & Namakumari - Macmillan India, 2002.
4. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill, 2002.
5. Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi.
6. Case Studies in Marketing - R.Srinivasan - PHI.
7. Marketing Management - S.Jayachandran - TMH, 2003.
8. Marketing Management - Indian Context - Tapank Pande.

Subject Title : **Managerial Economics**
Course Number :
Number of Credit Hours : **3 (Three)**

Subject Description :

Managerial economics emphasize on the influence on micro and macro economics on managerial decision making, explaining the supply, demand and cost functions, its relative impact on the economy and the company correlating to profit and investment analysis.

Goals:

To enable the students to learn the application of the economic principles and policies on managerial decision making.

Objectives:

On successful completion of the course the students should have:

Understood the economic principles and policies on managerial decision making.

Learn demand, supply, cost and profit concepts and functions along with its applications.

To learn profit policies, planning and problem solving techniques.

To learn inflation, deflation and balance of payment on national income.

Contents:

UNIT I : Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics.

Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

UNIT II : Supply meaning and determinants - production decisions - production functions - Isoquants, Expansion path - Cobb-Douglas function.

Cost concepts - cost - output relationship - Economies and diseconomies of scale - cost functions.

UNIT III : Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

UNIT IV : Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost volume profit analysis - Investment analysis.

UNIT V : National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies

References

1. G.S.Gupta - Managerial Economics, Tata McGraw Hill
2. Varshney and Maheswari - Managerial Economics, Sultanchand & Sons.
3. P.L.Mehtha - Managerial Economics, Sultan chand & Sons
4. Joel Dean - Managerial Economics, Prentice Hall
5. L. Rangarajan - Principles of Macro Economics, Tata McGraw Hill.

Subject Title : **Supply Chain and Logistics Management**
Course Number :
Number of Credit Hours : **3 (Three)**

Subject Description:

This course presents the concept of supply chain and its components. It also helps understand supply chains have a big role to play in the success of organizations of the information era.

Goals:

To enable the students to understand the importance of supply chain management in manufacturing organizations.

Objectives:

On successful completion of the course the students will be able to understand

1. the concept of supply chains in business
2. how supply chains are customer oriented
3. how supply chains use information technology and systems to reduce inventory and keep cost low
4. how logistics plays a major role in supply chains.

Contents:

UNIT I : Introduction to Supply Chain Management(SCM) - Concept of SCM - Components of SCM, an overview - Features of SCM - Strategic issues in SCM.
SCM current scenario - Value chain management and customer relations management.

UNIT II : Customer focus in SCM - Demand planning.

Purchase planning - Make or Buy decision - Indigenous and global sourcing - Development and Management of suppliers - Legal aspects of Buying - Cost management - Negotiating for purchasing / sub contracting - Purchase insurance - Evaluation of Purchase performance (performance indices).

Inventory management - Financial impact of inventory.

UNIT III : Manufacturing Scheduling - Manufacturing flow system - Work flow automation - Flexibility in manufacturing to achieve dynamic optimization.

Material handling system design and decision.

Ware housing and store keeping - Strategies of ware housing and store keeping - Space management.

UNIT IV : Logistics management - Role of logistics in SCM - Integrated Logistics Management - Transportation Design and decision - Multi modalism - Third party logistics services and providers - Facilities management (Port/Airport/ICD's)

Channels of distribution - Logistics and customer service.

UNIT V : Information technology and SCM:- EDI,ERP, Internet and Intranet, E-Commerce, Advanced Planning system, Bar Coding, Tele Communication Network, Video Conferencing and Artificial Intelligence.

Best practices in Supply Chain Management - Organisational issues to implement SCM.

References

1. Supply Chain Management - For Global Competitiveness - B.S.Sahay - Macmillan India Limited, 1999.
2. Robert B.Handfield & Ernest L.Nichols.JR., Introduction to Supply Chain Management, Prentice Hall of India, New Delhi.

Subject Title : Advertising and Brand Management
Course Number :
Number of Credit Hours : 3 (Three)

Contents:

UNIT - I

Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-out door advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising.

UNIT II

Advertising agencies-advertising budget-advertising appeals- advertising organisation-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.

UNIT III

Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth size of advertising-repeat advertising-advertising campaign-steps in campaign planning.

UNIT IV

Introduction to Branding : What is Brand, Difference between Brand & Product History of Branding, Merits & Demerits of Branding.

UNIT V

Brand Image : Brand Image, Brand identity, Difference between Brand Image & Brand identity, Brand Personality.

Brand Architecture : Types of Brand, Brand positioning.

References

1. Bolen J.H., Advertising.
2. Sontakk C.N., Advertising and Sales Management.
3. Davar S.K., Salesmanship and advertising.
4. Neelamegam, Sales Forecasting key to Integrated Management.
5. Kevin Lane Ketter, Strategic Brand Management
6. Kapferer, Strategic Brand Management.
7. David Aaker, Building Strong Brands.
8. Subroto Sen Gupta, Brand Positioning.
9. Ramesh Kumar, Managing Indian Brands.

Subject Title : **Consumer Behaviour**
Course Number :
Number of Credit Hours : **3 (Three)**

Contents:

UNIT - I

Consumer Behaviour and Marketing Action - An Overview.
Consumer involvement. Decision Making Process and Purchase Behaviour Marketing implication.
Models of Consumer Behaviour

UNIT - II ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR

Cultural influences.
Social class, Reference Groups and Family Influences.
Opinion Leadership and the diffusion process.
Marketing Implications of the above influences.

UNIT - III THE INDIVIDUAL CONSUMER AND BUYING BEHAVIOUR AND MARKETING IMPLICATIONS.

Consumer perceptions, Learning, Attitudes, Motivations and Personality: Values and Life Styles.

UNIT - IV STRATEGIC MARKETING APPLICATIONS

Market segmentation Strategies.
Positioning Strategies for Existing and New Products, Repositioning Perceptual Mapping.
Marketing Communications - Source, Message and Media Effects.

UNIT - V

Store Choice and shopping Behaviour - in store Stimuli, Salesperson Influences, Store Image and Loyalty.
Consumerism - Consumer Rights and Marketers Responsibilities.

References

1. Loudon & Della Bitta, CONSUMER BEHAVIOUR : CONCEPTS AND APPLICATIONS, McGraw Hill.
2. Bennett & Kassarian, CONSUMER BEHAVIOUR, Prentice Hall.
3. Schiffman & Kanuck , CONSUMER BEHAVIOUR: Schiffman & Kanuck, Prentice Hall.
4. Suja K.Nair, CONSUMER BEHAVIOUR, Himalaya Publications, 2001.
5. Matin Khan, CONSUMER BEHAVIOUR, New Age Publications, 2001.

Subject Title : **Marketing Research**
Course Number :
Number of Credit Hours : **3 (Three)**

Contents:

Unit - I

The Marketing Research System - Definition of MR - Basic and Applied Research - the Research Process - Types of Research Steps in MR Process - Research Design - Data Sources - Marketing Information System.

Unit - II

Sampling - Sampling Procedures - Simple Random Sampling Sample Size - Complex Sampling Procedures.

Unit - III

Measurement and Causality - Factors in Measurement Concepts of Validity and Reliability - Attitude Measurement - Scaling Procedures - Casual Designs - Experimental Design Procedures.

Unit - IV

Data Instruments Questionnaire design - Data Collecting Methods Field Operations - Errors and Difficulties - Data Processing Coding - Editing.

Unit - V

Data Analysis - Univariate, Bivariate, Multivariate - Hypothesis Testing - Descriptive and Inferential Statistics - Conjoint and Factor, Cluster, Discriminant Analysis - Report Writing - Presentation of Data - Diagrammatic - Pareto - Ishikawa Methods.

References

1. Naresh C.Malhotra: Marketing Research - An Applied Operation, Prentice Hall.
2. Paul E.Green & Donald S.Tull: Research for Marketing Decisions Prentice Hall.
3. Richard I.Levin : Statistics for Management, Prentice Hall.
4. Gibert A.Churchill, Jr.: Marketing Research: Methodological Foundations, Dryden Press.
6. A.Parasuraman: Marketing Research, Addison-Wesley.

QUESTION PAPER PATTERN

Time : 3 Hours

Max Marks : 75

SECTION - A (10 X 1= 10 Marks)

Answer all questions. (Objective type of questions with no choice.
(10 questions – 2 each from every unit)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION - B (5 x 5 = 25 Marks)

Answer all questions. (Short answer questions of either / or type)
(5 questions – 1 each from every unit)

1. a or b
2. a or b
3. a or b
4. a or b
5. a or b

SECTION - C (5 x 8 = 40 Marks)

Answer all questions (Essay-type questions of either / or type)
(5 question – 1 each from every unit)

1. a or b
2. a or b
3. a or b
4. a or b
5. a or b
