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| **EM-301** | **CONSUMER BEHAVIOR** | **100** | **4** | **0** | **0** | **3** |

## Course Objective

To make the students to understand what consumer behaviour is and the different types of Consumers and the relationship between consumer behavior and customer value, satisfaction, trust and retention

## Unit – I

Introduction to Consumer Behaviour: Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organisations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Behaviour and Marketing Communications: Introduction, Marketing Communication Flow, Communications Process, Interpersonal Communication, Persuasive Communications,

## Unit – II

Marketing Segmentation and Positioning: Introduction, Requirements for Effective Segmentation, Bases for Segmentation, Product Positioning: An Introduction, Positioning Strategy, Positioning Approaches, Positioning Errors

Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Defense Mechanisms, Motive Arousal, Motivational Theories, Maslow‘s hierarchy of needs

## Unit – III

Situational Influence on Consumer‘s Decision and the Decision Models: Introduction, Nature of Situational Influence, Situational Variables, Types of Consumer Decisions, Nicosia Model of Consumer Decision-making (Conflict Model), Howard-Sheth Model (also called Machine Model), Engel, Blackwell, Miniard Model (also called Open System)

## Unit – IV

Consumer Personality: Introduction, Self-concept, personality Theories, Brand Personality, emotions Consumer Perception: Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception, Price Perceptions, Perceived Product and Service Quality, Consumer Risk Perceptions

## Unit – V

Consumer Decision-making Process – Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives. Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour

## Suggested References:

1. Ramneek Kapoor, Nnamdi O Madichie: ―Consumer Behaviour Text and Cases‖, TMH, New Delhi, 2012.
2. Ramanuj Majumdar: ―Consumer Behavior insight from Indian Market‖, PHI Learning, New Delhi, 2011.
3. M.S.Raju: ―Consumer Behavior Concepts, applications and Cases‖, Vikas Publishing House, New Delhi, 2013.

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| **EM-302** | **RETAIL MANAGEMENT** | **100** | **4** | **0** | **0** | **3** |

## Course Objective:

Objective of retail management is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits.

## Unit – I

Introduction to Retailing: Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Retailing Marketing Environment: Elements in a Retail Marketing Environment, Environmental Issues, , Indian vs. Global Scenario

## Unit – II

The Retail Marketing Segmentation: Introduction, Importance of Market, Segmentation in Retail, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions , Limitations of Market Segmentation

Store Location and Layout: Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies

## Unit – III

Store Location and Layout: Introduction, Target Market and Retail Format, Gauging Growth Opportunities, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Differentiation Strategies, Positioning Decisions,

Retail Pricing- Introduction, Establishing Pricing Policies, Factors Influencing Pricing, Pricing Strategies, Psychological pricing, Mark-up and Mark-down Pricing

## Unit – IV

Customer Relationship Management in Retailing-Introduction, Benefits of Relationship Marketing, Management of Relationship, Principles of CRM, Customer Relationship Management Strategies, Components of CRM, Customer Service in Retailing, CRM and Loyalty Program

Understanding Integrated Marketing Communication, - Integrated marketing process, Tools of IMC, Upcoming tools of IMC, Factors influencing the Increased use of sales promotion

## Unit – V

International Retailing- Introduction, Stages in Retail Global Evolution, Reasons for Going Global, Benefits of Going Global, Other Opportunities and Benefits of Going Global, Market Entry Methods

## Suggested References:

1. Sheikh and Kaneez Fatima, ―Retail Management‖, Himalaya Publishing House, Mumbai, 2012
2. A.J. Lamba:‖The Art of Retailing‖, Tata McGraw Hill Education Pvt. Ltd. N. Delhi.2011
3. Sivakumar, A, ―Retail Marketing‖, Excel Books, New Delhi, 2007
4. Swapna Pradhan, ―Retail management‖, Tata McGraw Hill Education Pvt. Ltd. New Delhi, 2012

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| **EM-303** | **CUSTOMER RELATIONSHIP****MANAGEMENT** | **100** | **4** | **0** | **0** | **3** |

## Course Objective

* To provide a conceptual understanding of CRM, its processes, and structure.

## Unit – I

Customer Relationship Management Fundamentals: Definition and Significance of Customer Relationship Marketing, Theoretical perspectives of relationship, Evolution of Relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice, CRM cycle, Significance of CRM, CRM Strategy, Customer Life Time Value, Relationship Life Cycle.

## Unit – II

Building Customer Relationship Management: Requisites for Effective Customer acquisition, Customer Knowledge Management for Effective CRM, Customer Retention Process, Strategies to Prevent Defection and Recover Lapsed Customers , CRM Implementation: CRM framework for Implementation, Implementing CRM process, Integration of CRM with ERP System, Barriers to effective CRM Gartner‘s Competency model of CRM.

## Unit – III

Functional Components of CRM: Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM software‘s

## Unit – IV

Sales Force Automations (SFA): Definition and need of Sales Force Automation, barriers to successful Sales Force Automation functionality, technological aspect of Sales Force Automation, data synchronization, flexibility and performance, reporting tools, Impact of CRM on Marketing Channels: Meaning, how does the traditional distrib tion channel structure, support customer relationship, emerging channel trends that impact CRM

## Unit – V

Trends and Issues in CRM: CRM in e- business (B2B & B2C), Measuring the Effectiveness of CRM, Factors Influencing the future of CRM. E-CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM,

## Recommended Books

Text Books:

1. Alok Kumar, Chabbi Sinha & Rakesh Kumar, Customer Relationship Management: Concepts & Application Biztantra, Delhi, 2007
2. H Peeru Mohamed, A Sagadevan, Customer Relationship Management- A Step-by-Step Approach, Vikas Publishing House Pvt. Ltd., Delhi, 2008

## Suggested Readings:

1. Jill Dyche: The CRM Handbook: A Business Guide to Customer Relationship Management, Pearson Education, 2002.
2. Ed Peelen, Customer Relationship Management,, Pearson Education,2005.
3. Barnes James G: Secrets of Customer Relationship Management, McGraw Hill, 2001.

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| **EM-304** | **STRATEGIC MARKETING MANAGEMENT** | **100** | **4** | **0** | **0** | **3** |

## Course Objective:

To understand the various components of Business environment and to device strategies to face global competition.

## Unit – I

Introduction to Strategic Marketing Management: Strategic marketing process. Concept of strategic marketing. Levels of Strategies-Corporate, Business and Operational level.

Strategy Formulation – Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management. Considerations for formulation of

marketing strategies for all components of Product, Price, Promotion and Distribution.

## Unit – II

Corporate restructuring and strategy evaluation: Introduction to corporate restructuring, need for corporate restructuring and its forms. Evaluation of strategic alternatives, types of strategic alternatives like portfolio analysis and its techniques.

Model as basic foundation of Strategic Marketing - McKinsey‘s 7s framework for analyzing and improving organizational effectiveness.

## Unit – III

Marketing Strategy Implementation – Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation.

## Unit – IV

Marketing Strategy Evaluation: Marketing Audits & their scope – Measurement of Marketing Performance and its feedback to next year‘s Marketing strategy formulation. Economic losses due to disasters-Issues and Strategies for preventing disasters and preparedness measures.

## Unit – V

Recent trends in strategic marketing management - Eco-friendly strategies. Growing need of public private partnership. Corporate Social Responsibility (CSR), strategies of linking CSR with profit and sustainability.

## Recommended Books Text Books:

1. Thompson/Strickland, Strategic Management : Concepts and Cases, McGrawHill Companies; 11th edition
2. David Hunger and Thomas L. Wheelen "Strategic Management" AddisonWesley; 6 Sub edition.

## Suggested Reading

1. William F. Glueck, Business Policy and Strategic Management, McGraw-Hill
2. Azhar Kazmi, Strategic Management and Business Policy, Third Edition
3. John A. Pearce & R.B. Robinson, Strategic Management - Strategy Formulation and Implementation, AIBT Publishers & Distributors, New Delhi, 13th Ed. 2001.