



Jharkhand University of Technology Ranchi

MBA SYLLABUS

FUNCTIONAL SPECIALIZATIONS

MARKETING [MKT]

(Major & Minor)

3rd & 4th SEMESTER

ELECTIVE-I

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC/SDC)

Advertising Management (AM)

Course Code: MBA_MKT_01

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2 Tutorial-1 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

The objectives of the course are to provide the working fundamental knowledge of Advertising Management which is one of the most effective & creative subject of Marketing Management. It enables both theoretical & practical knowledge related with number of mass media and communications by which the promotional activities are easily achieved.

Learning Outcome:

- ❖ Demonstrate an understanding of the overall role advertising plays in the business world.
- ❖ Demonstrate an understanding of advertising strategies and budgets.
- ❖ Identify and understand the various advertising media & its creative aspects.

Unit I: Introduction to Advertising Management: (12 Hours.)

Meaning & Concept, Definition, Silent Features, Types & Functions of Advertising. Setting Advertising Objectives. Advertising Budget, Various Approaches of Advertising- DAGMAR & AIDAS Model (Defining Advertising Goals for Measured Advertising Results), Social & Economic Aspects of Advertising.

Unit II: Managing Advertising Agency: (12 Hours.)

Concepts and Elements. Requisites of a Good and Effective Advertising Copy. Advertising Appeals. Measuring Advertising Effectiveness. Advertising Agencies: Concept, Role, Types and Selection of Advertising Agencies.

Unit III: Advertising Planning: (12 Hours.)

Introduction, Product Personality & Receptions, Objective, Research & Measuring Awareness. Attitude: Brand Usage Copy Testing, Art & Layout of an Advertisement. Principles of Design, Layout Stages, Difference in Designing of Television, Audio & Print Advertisement, Basics of Internet & Digital Advertising, Evaluation of Advertising Campaign.

Unit IV: Media Planning & Scheduling: (12 Hours.)

Introduction to Broadcast & Non-Broadcast Media, Key Factors Influencing Media Planning; Media Decisions: Media Class, Media Vehicle & Media Option. Concept of Scheduling, Advantages & Limitations. Management of Sales Promotion: Importance & Need for Sales Promotion, Different Types of Consumer Schemes and Other Methods of Promotion.

Unit V: Ethical and Legal Aspects of Advertising: (12 Hours.)

Uses & Abuses of Advertising: Society, Business & Customer, Regulating Agencies: Advertising Standards Council Of India (ASCI), The ASCI Code: Self-Regulation of Advertising, Laws: Statutory Regulation of Advertising: The Press Council Act 1978, Cable Television Network Rules, 1994, Electronic Media Monitoring Centre (EMMC), Code of Conduct of the News Broadcasters Association, Code for Commercial Advertising on Doordarshan and All India Radio. Laws Protecting Society and the Consumer: Emblems and Names (Prevention of Improper Use) Act, 1950, Indecent Representation of Women (Prohibition) Act, 1986, Consumer Protection Act, 1986, Laws related to intellectual property rights, Young Persons (Harmful Publications) Act, 1956The Advertising Agencies Association Of India (AAAI).

Text Books:

- ❖ Wells, Moriarity & Burnett: Advertising Principles & Practices, Prentice Hall. Latest Edition.
- ❖ Foundation of Advertising Management, Chunawala & Sethia, Himalaya Publishing House, New Delhi. Latest Edition.

Reference Books:

- ❖ Jethwaney and Jain: Advertising Management, Oxford Publishers, New Delhi. Latest Edition.
- ❖ Advertising, Jay Bansal, SBPD Publications. Latest Edition.
- ❖ Advertising principles and Practices, Gupta Ruchi, S. Chand Publications. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION "MARKETING" [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC)

Customer Relationship Management (CRM)

Course Code: MBA_MKT_02

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2 Tutorial-1 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

The course is designed to impart the skill based knowledge of Customer Relationship Management & encompasses almost the entire aspect of the CRM. The purpose of the syllabus is not to just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and CRM programs for the company.

Learning Outcome:

- ❖ Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
- ❖ Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
- ❖ Implement various technological tools for data mining and also successful implementation of CRM in the Organizations.

Unit I: Fundamentals of Customer Relationship Management: (12 Hours.)

Introduction, Evolution of CRM, Meaning , Concept, Definition, Nature, Importance, Significance of CRM, Types of CRM , Approach towards marketing: A paradigm shift, Historical Perspectives, Emergence of CRM practice: CRM cycle, Stakeholders in CRM, Success Factors in CRM, Models of CRM & it's execution, CRM Implementation.

Unit II: Customer Relationship Cycle: (12 Hours.)

Introduction of Customer Relationship Cycle, The Value Pyramid , Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Customer Participation, Processes and Technology in CRM.

Unit III: Dimensions of CRM: (12 Hours.)

Management Customer Satisfaction: Meaning, Definition, Significance, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction. Customer Loyalty: Meaning, Definition, Significance of Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Dimensions of Customer Loyalty, Determinants of Customer Loyalty, Drivers of Customer Loyalty. Service Quality: Concept of Service Quality, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps.

Unit IV: Tolls & Techniques of CRM: (12 Hours.)

Application of Tools & Techniques of CRM, Functional Components of CRM, E- CRM in Business, CRM: A changing perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, 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.

Unit V: CRM in Supply Chain: (12 Hours.)

Relationship of SCM with CRM & Strategic Planning, CRM's Role in Strategic Partnership, Linkage & Components of a CRM System, CRM Business Cycle, CRM Myths & Dynamics, Limitation of CRM, Application of CRM in Global Prospective.

Text Books:

- ❖ Federico Rajola: Customer Relationship Management: Organizational & Technological Perspectives, Springer. Latest Edition.
- ❖ Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional. Latest Edition.

Reference Books:

- ❖ Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008. Latest Edition.
- ❖ Lakshman Jha : Customer Relationship Management: A Strategic Approach, Global India Publications. Latest Edition.
- ❖ Alok Kr. Rai : Customer Relationship Management : Concepts and Cases, PHI. Latest Edition.

Jharkhand University of Technology Ranchi
MBA FUNCTIONAL SPECILIZATION "MARKETING" [MKT]
(MAJOR & MINOR)
ELECTIVE-I (OEC/SDC)
Digital and Social Media Marketing (DSMM)
Course Code: MBA_MKT_03

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2 Tutorial-0 Practical-0	End Term Examination Marks: 60 each subject

Course Objectives:

This course provides an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing marketing strategy in order to meet the global challenges in present scenario.

Learning Outcome:

- ❖ Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
- ❖ Use principles of consumer and social psychology to develop social media content and campaigns that engage consumers.
- ❖ Draw on knowledge about word-of-mouth marketing to develop effective approaches for propagating ideas, messages, products, and behaviors across social networks.

Unit I: Introduction to Digital & Social Media Marketing: (12 Hours.)

Evolution of Digital & Social Media Marketing, Meaning, Concept & Definition, Role & Importance of Digital & Social Media Marketing, Models of Digital & Social Media Marketing, Digital Marketing Implications of Marketing Mix, Segmentation for Digital Marketing, Digital Marketing Strategy, Digital Marketing Plan.

Unit II: Online Marketplace: (12 Hours.)

Meaning & Concept of Online Marketplace, Relate the Relevance of Online Marketplace in Today's World, Discuss the Benefits of Online Marketplaces, Explain the Concept of Disintermediation, Examine the Concept of Digital Media and Benefits, Describe Electronic Data Interchange (EDI).

Unit III: Digital Marketing Channels: (12 Hours.)

Digital Marketing Channel- Concepts, Types & Advantages, Push & Pull Marketing in Digital Channel, Email Marketing-Concept and Advantages, Social Media Marketing- Concept, Types- Facebook Ads, Twitter Campaign, YouTube Ads, Affiliate Marketing- Concept of Mobile Marketing, Payment Methods- PPM: Pay Per Mille, PPC: Pay Per Click, PPA: Pay Per Action/Acquisition.

Unit IV: Search Engines in Digital Marketing: (12 Hours.)

Introduction - Search Engine, Search Engine Optimizations (SEO), SEO Process- Internal Link Structure, Link Popularity & Relevance, Crawlability & Optimized Code, Concept of Content Writing, Content Relevance, Technical Aspects of SEO, Measuring SEO Success, SEO Tools- Search Engine Marketing (SEM), Google Adwords, Model of Google Adwords, Concept of Google Page Rank, Issues in SEM- Black Hat and Negative SEO (Content Based & Link Based).

Unit V: Recent Trends in Digital Marketing: (12 Hours.)

Recent Trend in Digital Marketing- Artificial Intelligence (AI), Internet of Things (IoT), Augmented Reality (AR) and Virtual Reality (VR), Personalization, Augmented Reality Integrated with Social Media, Social Media Analytics, Mobilfication, Digital Marketing Strategy Failures and How to Avoid Them.

Text Books:

- ❖ Digital Marketing For Dummies- Ryan Deiss & Russ Henneberry. Latest Edition.
- ❖ Fundamentals of Digital Marketing |By Pearson Paperback. Puneet Bhatia. Latest Edition.

- ❖ Digital Marketing: Strategy, Implementation & Practice – Dave Chaffey & Fiona Ellis. Latest Edition.
- ❖ Web based Advertising, Singh B, Anamika Publishers, 2017 First Edition.

Reference Books:

- ❖ Social Media Marketing All-in-one Dummies. Author: Jan Zimmerman, Deborah Ng. Publication: John Wiley & Sons Inc, Latest Edition.
- ❖ Maity, M (2017). Internet Marketing. New Delhi: Oxford University Press. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC/SDC)

Event Marketing Management (EMM)

Course Code: MBA_MKT_04

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2 Tutorial-1 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

This course gives formal instructions and training to students to be future managers of the Event Industry and technical proficiency to effectively adjust grows and excel in the field of Event Management it will enables the students to widen their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution.

Learning Outcome:

- ❖ Analyze the role of events in image building and all the steps of planning and organizing an event
- ❖ Strategic marketing and media planning for events.
- ❖ Knowledge and ability to identify risk areas, evaluate safety measures & demonstrate the ability to review, analyze events.

Unit I: Event Planning & Control: (12 Hours.)

Introduction to Event planning and management, Event Production, Role of event planner and Qualities of good event planner, Importance of organizing events and its components, Techniques, Selections, Coordination, Creativity, Designing, Marketing, Sponsorships and Production of Special, Corporate and Sports Events.

Unit II: Legal Aspects of Business: (12 Hours.)

Introduction to legal component of event management, relevant legislation, Contract, Agreement, Act., Company and Business Law, Sales Act., Indian Partnership Act., Negotiable Instruments Act., Role of National and State Government including special purpose legislations, Security, Traffic and Pollution Act, Ticketing and Accreditation including Sales & Distribution Methods, Copyrights Act, Patent Rights, Anti-infringement, Strategies and Risk and Incident management.

Unit III: Public Speaking & Presentation: (12 Hours.)

Meaning & Concept Understand the Dynamics of Public Speaking, Learn How to Research an Audience, Know How to Prepare for A Presentation, Find How to Rehearse, Recognise the Value of Visual Aids, Learn the Point Turn and Talk Technique, Understand How to Use Rhetorical Techniques, Know How to Prepare For Questions and Answers.

Unit IV: Themes of Events Management: (12 Hours.)

Basics Procedure of Event Management, Execution of themes and types of events (Personal, Corporate, Business, Social, Political, Charitable Government, Local, Regional, National & International). Introduction to Exhibitions and Trade Fairs, Scope of exhibition and trade fair, Types of exhibitions and fairs, Element of exhibition planning, duties and responsibilities of key trade fair and exhibition personnel, Players of exhibition, Exhibition fees, Shipping methods and Marketing and promotional plan for exhibitions & Sponsorships.

Unit V: Event Logistics: (12 Hours.)

Meaning & Concept, Venue Design, Site Design, Audio-Visual production, Budgeting & Negotiation, Technical Design, Health & Safety, Adaptation and Coordination, Run Charts, Flight Booking of Artists & Guest, Visa Assistance, Technical Equipment (Sound, Lights, Audio Visual, Interpreters, Catering, Secretarial Support, Badges & Name Plates, Conference Kits, Brochures, Posters, Backdrop, Panels, Standees, Banners). Basic Introduction to Professional Photography, Types, Operations, Techniques.

Text Books:

- ❖ Event Management by Lynn Van Der Wagen and Brenda Carlos. Pearson. Latest Edition.
- ❖ Successful Event Management – A Practical Handbook by Anton Shone & Bryn Parry Latest Edition
- ❖ Events Management (Hospitality Leisure & Tourism) by Glenn Bowdin , Ian McDonnell, Johnny Allen, William O'Toole.

Reference Books:

- ❖ The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events. Judy Allen. Publisher: Wiley. Latest Edition.

Jharkhand University of Technology Ranchi**MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]****(MAJOR & MINOR) ELECTIVE-I (OEC)****Green Marketing (GM)****Course Code: MBA_MKT_05**

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4 Tutorial-0 Practical-0	End Term Examination Marks: 60 each subject

Course Objectives:

The course is designed to understand the importance of Green Marketing on consumer satisfaction and environmental safety. Green revolution, going green, environment protection, and sustainable development have become the buzz words today. Consumers are gradually becoming conscious buying eco-friendly products. This course aims at understanding the concept of Green Products and Marketing. This course also revisits the factors that affect consumers’ purchase decision in general.

Learning Outcome:

- ❖ Explain green marketing and its importance to the environment from the perspective of consumers and businesses.
- ❖ Describe the current state of the environment resulting from the past and present practices of the human consumption.
- ❖ Understand the opportunities, challenges, and issues in designing and implementing green marketing strategies.
- ❖ Demonstrate evidence of emerging green consumer segments and how marketers are addressing those needs.

Unit I: Fundamentals of Green Marketing: (12 Hours.)

Meaning & Concept & Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, Green Product - Green Marketing – Importance of Green Marketing - Importance of green marketing - Benefits of Green Marketing- Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing.

Unit II: Segmentation of Green Marketing: (12 Hours.)

Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing.

Unit III: Green Marketing Policies: (12 Hours.)

Introduction to Green Marketing Policy & Process, Green Firms – HCL’s Green Management Policy – IBM’s Green Solutions – IndusInd Bank’s Solar Powered ATMs – ITCs Paperkraft – Maruti’s Green Supply Chain – ONCGs Mokshada Green Crematorium – Reva’s Electric Car – Samsung’s Eco-friendly handsets- Wipro Infotech’s Eco-friendly computer peripherals.

Unit IV: Environmental Consciousness: (12 Hours.)

Introduction to Environment Consciousness, Types of Environmental Consciousness - Importance of environmentalism - Environmental movement - Benefits of green environment to the society - E-waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste - Guidelines for Environmentally Sound Recycling of E-Waste.

Unit V: Environmental Technological & Legal Aspects: (12 Hours.)

Manufacturing industry: Energy consumption and GHG emissions, Long-term changes in sustainable “Production and Consumption”, Sustainable Patterns of Materials, Sustainable Energy and Climate Technologies, Green Technologies for Energy Intensive, Selected Emerging Green Technologies: Carbon capture and Storage (CCS) and Renewable, Impacts of emerging green technologies for the manufacturing Sector on Innovation, Green technologies as Drivers of Innovation, Innovation dynamics for Green Technologies are Relevant in Manufacturing. Products that have eco-friendly packaging, Products that are not tested on animals, Products made from chemicals that have been approved, Products that are reusable and bio-degradable, Emission Laws, Waste Water Management Laws, etc.

Text Books:

- ❖ Green Marketing Management by Robert Dahlstrom, Cengage Learning India. Latest Edition.
- ❖ Green Marketing - Concepts, Literatures and Examples. M.Meera. Evincepub Publishing. Latest Edition.

Reference Books:

- ❖ Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017. Latest Edition.
- ❖ Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993. Latest Edition.
- ❖ The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-Koehler Publishers, 2011. Latest Edition.

**MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]
(MAJOR & MINOR)
ELECTIVE-I (OEC)**

Industrial Marketing Management (IMM)

Course Code: MBA_MKT_06

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each sub (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3 Tutorial-0 Practical-1	End Term Examination Marks: 60 each sub

Course Objectives:

This course is designed for understanding the concept of industrial marketing and difference between industrial market and consumer market. Explain the Industrial Marketing Environment and the various models of Industrial Buyer Behavior. It enables a strategic planning for facilitating industrial products and its marketing in the world through application of tools and techniques.

Learning Outcome:

- ❖ The overall aim of the course is for the students to develop a deeper understanding of industrial marketing.
- ❖ This includes developing knowledge concerning to industrial marketing issues of relevance for various firms.

Unit I: Basics of Industrial Marketing: (12 Hours.)

Introduction to Industrial Marketing; Industrial versus Consumer Marketing; Industrial Marketing Landscape, Economics of Industrial Demand, Classification of Industrial Customers. Uncertainty Management in Industrial Marketing; Purchasing Agents in Industrial Buying; Negotiation in Industrial Marketing.

Unit II: Industrial Buying Behaviour: (12 Hours.)

Meaning & Concept of Industrial Buying Centre and Selling Centre, Yoram Wind’s Approach to Industrial Buying Behaviour, Buying Situations, Industrial Buying Process, Buy- Grid Model, Brand Influence In Industrial Purchase, E Procurement, Implications Of Industrial Buying Behaviour Modelsunique Characteristics of Organizational Procurement;

Purchasing In Government Units, Industrial Buying , Behaviour In Indian Context: Jagdish N. Sheth's Model Of Industrial Buyer Behavior, Conceptualization Of Buying Behaviour, Stages In Buying.

Unit III: Strategic Planning & Execution: (12 Hours.)

Process of Strategic Planning; Macro and Micro Variables Used to Segment Industrial Marketing; Industrial, Marketing Strategy in India; Managing the Development of Strategic Planning and McKinsey's 7-s Framework. Understanding Strategy Formulation and Strategy Implementation, Industrial Marketing Strategy Components, Industrial Marketing Strategy in India; Industrial Marketing Research for New Product Development.

Unit IV: Industrial Market Segmentation: (12 Hours.)

Macro and Micro Segmentation Approaches, Wind, Cardozo & Richard's Model, Implementation Problems in Industrial Marketing, choosing Industrial segments, Industrial product and product line positioning.

Unit V: Marketing Logistics & Control: (12 Hours.)

Purchasing Practices of Industrial Customers in Indian Context; Marketing Logistics: Physical Distribution and Customer Services; Marketing Control. Development of Industrial Sales Force; Motivation of Sales Force, Effective Use of Sales Compensation. Price: A Crucial Element in Product Strategy; The nature of Derived Demand; Industrial Product Pricing in India; Segregation of New Product Cost, Pricing in Industrial Marketing.

Text Books:

- ❖ Industrial Marketing Text & Cases. (Cherunilam Francis) Himalaya Publishing House. Latest Edition.
- ❖ Industrial Marketing – Analysis Planning & Control by Reeder Brierty, Prentice Hall of India, New Delhi. Latest Edition.
- ❖ Industrial Marketing by K.K. Havaldar, McGraw-Hill Companies, New Delhi. Latest Edition.

Reference Books:

- ❖ Industrial Marketing Management. M. Govindarajan. Vikas Publishing. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC/SDC)

Internet Based Marketing (IBM)

Course Code: MBA_MKT_07

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2 Tutorial-1 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

It will acquaint the students with the basics of e-marketing, enhancing e-marketing performance, enhancing customer experience, evaluating and measuring e-marketing campaigns. It also designed to teach the students in terms with the rising emergence of Information and Communication Technology (ICT) in almost all aspects of business and trade transactions.

Learning Outcome:

- ❖ Understand the impact of technology on the traditional marketing mix & use of digital marketing to increase sales and grow their business.
- ❖ Understand the basics of the digital marketing tool kit and become familiar with the elements of the digital marketing plan.
- ❖ Understand how to reach your online target market and develop basic digital marketing objectives.

Unit I: Introduction to IBM: (12 Hours.)

Meaning & Concept of IBM, Internet, Intranet, Extranet, Definition, Goals of e- Business, Difference between e-Commerce and e- Business, Models of e- Business, Advantages and Limitations of e-Business over traditional business setup, e-Commerce, B2B Model, B2B Tools, B2C Model, EDI, Framework for e-marketing - Evolution, Commercial beginnings of the Web, Characteristics, Drivers of Internet Economy; Internet Business models and Strategies; e-marketing Plan, Internet as a marketing platform: Opportunities, Challenges, Barriers and Benefits of e-marketing

Unit II: IT Infrastructure Management: (12 Hours.)

An Overview-The Meaning of IT Infrastructure. Challenges in IT Infrastructure Management. Design Issue of IT and IT Infrastructure. Determining Customers' Requirements. IT Systems Management Process. Service Support Process-Configuration Management. Incident Management. Problem Management. Change Management. Release Management. Storage Management-Introduction to Storage. Backup and Storage. Archive and Retrieve. Disaster Recovery. Space Management Database and Application Protection. Bare Machine Recovery. Data Retention. Security Management-Introduction. Computer Security. Internet Security. Physical security. Identity Management. Access Control System. Intrusion Detection. IT Ethics-Introduction. Intellectual Property. Privacy Law. Computer Forensics. Ethics and Internet. Cyber Crimes. Technical Support-Introduction. Basic Concept. Goal, Scope and Objective. Benefits, Costs, and Possible Problems. The Technical support Processes. Impact of Internet on Technical Support

Unit III: Developing and Maintaining Website for e-marketing: (12 Hours.)

Measuring and Evaluating Web Marketing Programs, Variables used to measure website traffic, audiences and marketing campaigns, Measuring internet advertising effectiveness. Role of Social Media in advertising. Applications of Web 2.0-in Marketing, tools of web 2.0, Blogs, Applications of web 2.0 in India, Internet communities and marketing: the creation and transfer of value within communities, Overview of Global E marketing, Future of e-Marketing.

Unit IV: Marketing Environment: (12 Hours.)

Ethical, legal, Social and regulatory issues in e-Marketing, Internet as a direct Response Medium, Understanding the e-Consumer, e-Consumer Behavior, Internet User Segments, Internet, Building eBrands, Interactive Brand Building, Recent Trends in e-branding, Strategies in e-marketing, Distribution in e-marketing, e-marketing Communication - Online Advertising, Search Email, and other marketing tools, Customer Relationship in eMarketing, Customer Service and Support in web space, Recent Trends in e-customer service.

Unit V: Transaction & Payment Methods: (12 Hours.)

Banking Transactions-Inter Banking, Intra Banking, Electronic Payments, (Payment – Gateway Example), Securities in e-banking (SSL, Digital Signatures – Examples), Services Provided: ATM, Smart Card, ECS (Electronic Clearing System), Telephone, Electricity Bills, Electronic Payment and Security Systems-Basic Requirements for safe e-Transactions, Electronic Market/eShops, Introduction to Network Security, Types of Security, Firewalls.

Text Books:

- ❖ Mohammed, Fisher, Jaworski and Cahill : Internet Marketing – Building Advantage in a networked economy Tata McGraw-Hill. Latest Edition.
- ❖ Strauss and Frost : E-Marketing, Prentice-Hall. Latest Edition.
- ❖ Web based Advertising, Singh B, Anamika Publishers, 2017 First Edition.

Reference Books:

- ❖ Mary Roberts : Internet Marketing, Cengage Learning. Latest Edition.
- ❖ Chaffey, Meyer, Johnston and Ellis – Chadwick : Internet Marketing, Prentice-Hall/Financial Times

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC/SDC)

Mobile Based Marketing (MBM)

Course Code: MBA_MKT_08

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2 Tutorial-1 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

The main objective of this course is to familiarize the students with the current and emerging trends in mobile technologies in regards to the information of the field so as to equip them with the skills required for the marketing activities through mobile technology.

Learning Outcome:

- ❖ At the end of this course, students will be able to define the importance of the mobile marketing ecosystem, platforms, and best practices.
- ❖ Able to identify and leverage the when, where, and how of the mobile consumer context based on needs.
- ❖ Identify mobile web design and information priorities.
- ❖ Evaluate mobile advertising formats, media buys, analytics and campaign integration.

Unit I: Introduction to the Basic Concepts of Mobile Marketing: (12 Hours.)

Basics Concept of Mobile Marketing, Marketing Changes with Mobile Devices, Types of Mobile Devices, Marketing with Different Devices, Telecommunication and Networks Fundamental, Data Communication, Network Concepts and Classification, Telecommunications Media & Network Topologies.

Unit II: Understanding Mobile Device Product & Service: (12 Hours.)

Campaign Delivery Options - SMS and MMS Messaging, Effective Ways to Use Message Campaigns, Basics of Mobile App, Basics of Planning Developing and Promoting a Mobile

App, Basics of Mobile Websites, Considerations for Building a Mobile Website, App Marketing, Campaign Delivery Options: QR Codes, Campaign Delivery Options: Augmented Reality & Interactive Voice Response (IVR), Mobile vs Traditional Marketing.

Unit III: Mobile Advertising & Marketing: (12 Hours.)

Basics of Mobile Advertising, Mobile Marketing and Search, Programmatic Ad Buying, Mobile and Social Media, Content Marketing for Mobile, Facebook Advertising for Mobile, Mobile Marketing - Location Based Services, Beacons-Opportunities and Challenges, Employing Beacons, Responsive Design, Converting Non-Mobile Websites.

Unit IV: Incentive & Measurement in Mobile Marketing: (12 Hours.)

Mobile Incentive Opportunities, Mobile Loyalty Programs, Mobile Campaign Measurement, Mobile Marketing Opportunities.

Unit V: Mobile Rules & Regulations: (12 Hours.)

Mobile Marketing Rules and Regulations, Legal requirements for Mobile App Ecommerce Business in India, Telecom Regulatory Authority of India (TRAI Regulation), Telecom Commercial Communications Customer Preference Regulations, 2018. Telecom Unsolicited Commercial Communications Regulations (TUCCR), 2007. Telecom Commercial Communications Customer Preference Regulations (TCCCPR-2010)

Text Books:

- ❖ Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications, and Technology- Daniel Rowles. Latest Edition.
- ❖ The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns- Kim Dushinski. Latest Edition.

Reference Book:

- ❖ Mobile Marketing: Finding Your Customers No Matter Where They Are- Cindy Krum
- ❖ Mobile Marketing for Dummies- Michael Becker & John Arnold
- ❖ Mobile Marketing for Business: How to Increase Sales on Your Slowest Days Chris Kelly
- ❖ Web based Advertising, Singh B, Anamika Publishers, 2017 First Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC)

Product & Brand Management (PBM)

Course Code: MBA_MKT_09

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3 Tutorial-0 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

The course aims to synchronize product and brand management process in order to focus on how decisions of a company can build and manage its products and brand, so that they are profitable to the company and at the same time adequately meet target customers' needs and wants.

Learning Outcome:

- ❖ Upon completion of the course students should be able to apply the fundamental concepts of product and brand development and management.
- ❖ Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
- ❖ Use tools and metrics to analyze competitors and develop positioning strategies.

Unit I: Introduction to Product & Brand Management: (12 Hours.)

Basic Concepts Related to Product, Product Management: Meaning, Aspects of Product Management, Product Planning. Concept of Brand, Significance of Branding for Consumers and for Firms, Branding Challenges & Opportunities, Concept of Brand Equity, Cost based, Price based and Customer based Equity. Criteria for Choosing Brand Elements, Options and Tactics for Brand Elements.

Unit II: Product & Brand Strategies: (12 Hours.)

Developing Product Strategies, Product Life Cycle and Product Strategies over the Life Cycle, Sources of Brand Equity- Brand Awareness & Brand Image, Keller’s CBBE

Model Meaning, Response & Relationships. Measuring and Interpreting Brand Performance- Need for Measuring Brand Equity, Brand Asset Valuator Model, Aaker Model, Meas Return on Brand Investment (ROBI), Brand Audit & Brand Tracking, Measuring Sources of Brand Equity.

Unit III: Brand Positioning & Brand Equity: (12 Hours.)

Definition of Target Market & Market Segmentation, Defining the Competitive Firm Reference, Establishing the Points of Parity & Points of Difference. Brand Audit Brand Inventory & Brand Exploratory. Identifying the Criteria and Choosing Brand Elements to Build Brand Equity Brand Tracking Need for Brand Tracking, Designing Brand Tracking Studies.

Unit IV: Brand & Product Extension: (12 Hours.)

New Product Development, Product Modification, Product Line Extension, Concept of Brand Extension, Advantages & Disadvantages of Brand Extension, Evaluating the Opportunity for Brand Extension, Brand Extension Guidelines. Growing and Sustaining Brand Equity, Designing and Implementing Branding Strategies, Brand-Product Matrix, Brand Hierarchy, Brand Equity at Different Hierarchical Level- Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations. Customer-based Brand Hierarchy.

Unit V: Branding and Marketing Communication: (12 Hours.)

Managing Brand Image, Reinforcing Brands, Adjustments to the Brand Portfolio, Migration Strategies, Acquiring New Customers, Retiring Brands, Brand Concept Management (BCM), Brand Identity and Aaker, Brand Identity Prism, Managing Brands over time, Reinforcing & Revitalizing Brands. Developing Integrated Marketing Communication Programs for Product & Brand Building.

Text Books:

- ❖ U.C. Mathur, Product and Brand Management, Excel Books, New Delhi. Latest Edition.
- ❖ Kevin Lane Keller, Strategic Brand Management, Pearson, New Delhi. Latest Edition.

Reference Book:

- ❖ Tapan K. Panda, Building Brands in the Indian Market, Excel Books, New Delhi. Latest Edition.
- ❖ Harsh V. Verma, Brand Management, Excel Books, New Delhi. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC)

Retail Management (RM)

Course Code: MBA_MKT_10

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4 Tutorial-0 Practical-0	End Term Examination Marks: 60 each subject

Course Objectives:

The present course aims at familiarizing the participants with the global dynamism of retail practices and provides a specialize platform for developing cutting edge skills in retails. It also facilitates an understanding of synergies created by integration of retail concepts and practices. Class participation will be fundamental to the development of these skills.

Learning Outcome:

- ❖ At the successful completion of this certificate course, students will be able to understand the organized retail sector and its operations.
- ❖ Understand the various strategies involved with the retail sector.
- ❖ Learn how to deal with customers and understand their needs to sustain in the market.

Unit I: Introduction to Retailing: (12 Hours.)

Definition, Characteristics, Emerging Trends in Retailing, Factors Behind The Change Of Indian Retail Industry. Various Retail Formats: Retail Sales By Ownership, On The Basis Of Merchandise Offered, Non-Store Based Retail Mix & Non- Traditional Selling, Retailing Strategy, Contribution Of Retailing to Indian Economy, Foreign Direct Investment (FDI).

Unit II: Store Planning: (12 Hours.)

Design & Layout, Location Planning and Its Importance, Retailing Image Mix, Effective Retail Space Management, Floor Space Management. Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix. Retail Location- Meaning, Importance, Process and Factors Affecting Location.

Unit III: Retail Merchandising: (12 Hours.)

Buying Function, Markups & Markdown in Merchandise Management, Shrinkage in Retail Merchandise Management, Factors Affecting Buying Decision, Roles And Responsibilities Of Merchandising. Merchandise Pricing: Concept Of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types Of Pricing.

Unit IV: Retail Operation: (12 Hours.)

Elements/Components of Retail Store Operation, Store Administration, Store Manager–Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security, Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non Stores Retailing: Vending Machine, Door To Door selling, Mail Order Business. E- Retailing: Credit Card Transaction, Smart Card and E-Payment. Various mathematical calculations in Retail. Legal & statutory compliances required to operate a retail business.

Unit V: Future Prospective of Retailing: (12 Hours.)

Customer Service strategies, Retail Sales Promotion, Retail Communication, Building Customer Relationship. Legal Licenses & Aspects in Retail in India. Franchising- Definition, Types and Evolution, Franchising Law in India. Outsourcing: Definition, Scope and Importance, introduction of the Concept of VAT in Retailing. CRM in Retail: Concept, Types of CRM, Application of CRM in Retailing, Strategic Framework for CRM in Retail.

Text Books:

- ❖ Swapna Pradhan : Retailing Management – Text & Cases, McGraw-Hill. Latest Edition.
- ❖ P. K. Sinha & D. P. Uniyal : Managing Retailing, Oxford University Press. Latest Edition.
- ❖ Berman B and Evans J R : Retail Management, Prentice Hall. Latest Edition.

Reference Book:

- ❖ Michael Lervy M and Weitz B W : Retailing Management, Tata McGraw- Hill. Latest Edition.
- ❖ Newman A J and Cullen P- Retailing : Environment and Operations, Harcourt Publishers Ltd. Latest Edition.
- ❖ Varley R and Rafiq M : Principles of Retail Management, Palgrave Macmillan, Basingstoke. Latest Edition.

- ❖ A.J. Lamba : The Art of Retailing , McGrawHill. Latest Edition.
- ❖ Suja Nair : Retail Management, Himalaya Publication. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC)

Rural Marketing Management (RMM)

Course Code: MBA_MKT_11

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4 Tutorial-0 Practical-0	End Term Examination Marks: 60 each subject

Course Objectives:

The objective of the course is to familiarize the participants with conceptual understanding of Rural Marketing practices in Indian context.

Learning Outcome:

- ❖ Students will able to develop understanding of issues in rural markets.
- ❖ To provide an overview of marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India.
- ❖ Categorize issues in rural markets and analyse marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India.

Unit I: Concept of Rural Marketing: (12 Hours.)

Meaning, Concept, Phased Evolution, Significance Factors, Environmental Structure And Characteristics Of The Rural Markets. Rural Vs. Urban Marketing Rural Marketing in India. Scope, Attractiveness & Challenges of Rural Markets, Rural Vs. Urban Markets.

Unit II: Rural Marketing Challenges and Opportunity: (12 Hours.)

Rural Consumer, Characteristics, Significance of consumer behavior, Factors influencing Decision Making Process of Rural Consumers, Rural Consumers Buying Decision Process, Shopping habits of Rural Consumer. Rural Consumer Behavior-Rural Consumers

Dimensions - Buying Decision Process, Researching Rural Market-Research approach, Rural Marketing Information System, Diffusion of Innovation.

Unit III: Product Life Cycle & Rural Marketing: (12 Hours.)

Need, Types, Product Life Cycle, New Product, Development, Brand Management and Channel Management, Marketing Mix strategies for Indian Rural Markets, Shift in Strategic Perspective for Rural Marketing. Rural Marketing Environment-Rural Market in India, Size and Scope, Environment and Emerging Profile of Rural Markets in India.

Unit IV: Rural Marketing Strategies: (12 Hours.)

Rural Market Segmentation-Basis and Strategies, Positioning Strategies for Rural Market. Product Strategy-Product Planning & Strategies for Rural Markets, New Product Development: Consumer Adoption Process, Product Mix. Pricing Strategies for Rural Markets-Pricing Policies, Innovation in Pricing of the Products. Communication Strategy-Challenges in Rural Communication, Advertising and Sales Promotion for Rural. Markets, Setting Communication Objectives, Rural Media: Media Innovation, Branding in Rural India, Brand Loyalty Vs Stickiness, Fake Brands - Strategies to Counter Fake Brands. Distribution Strategy-Issues in Rural Distribution Channels, Tapping the Rural Markets, Rural Distribution. Strategies, Rural Retailing, Haats/Shandies, Vans & Mobile Stores, Innovation in Rural Distribution System.

Unit V: Emerging Issues in Marketing: (12 Hours.)

Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NGOs, NABARD (National Agricultural Bank for rural Development). Shaping the Future of Rural Marketing- Identifying and Handling Constraints in Rural Marketing, Corporate Social Responsibility in Rural Markets, Future of Rural Marketing in India- Role of Government, Rural Micro Finance, Digitalizing the Indian rural markets.

Text Books:

- ❖ P. Kashyap & S. Raut : Rural Marketing, Biztantra. Latest Edition.
- ❖ T.P. Gopal Swamy : Rural Marketing, Vikas Publishing House. Latest Edition.
- ❖ B. Dogra & K. Ghuman : Rural Marketing, TMH. Latest Edition.

Reference Books:

- ❖ S. K. Velayudhan : Rural Marketing, SAGE Publication. Latest Edition.
- ❖ U.C.Mathur : Rural Marketing, Excel Books, Latest Edition.
- ❖ Minouti Kamat & R. Krishnamoorthy : Rural Marketing, HPH, Agricultural. Latest Edition.

Jharkhand University of Technology Ranchi
MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]
(MAJOR & MINOR)
ELECTIVE-I (OEC)
Sales & Distribution Management (SDM)
Course Code: MBA_MKT_12

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4 Tutorial-0 Practical-0	End Term Examination Marks: 60 each subject

Course Objectives:

To induce the appreciation of the Sales & Distribution processes in organizations. The course tries to familiarize some concepts, approaches and aspects of sales force and distribution channel management. This subject has potential application in the day to day practical managerial decisions; the impetus will be on gathering knowledge through application of theory to inputs on corporate cases and situations.

Learning Outcome:

- ❖ At the end of the course, students will be able to identify issues related to design and implementation of Sales Strategy.
- ❖ Apply concepts related to improving performance of Sales Team & analyze roles and responsibilities of a Sales and Marketing Manager.
- ❖ Design and implement channel strategies.

Unit I: Introduction to Sales Management: (12 Hours.)

Basics of sales management, function & planning of sales. Nature, Meaning and Scope, Objectives of Sales Department, Sales as a function of Marketing Management, Theories of Selling – Buyer Seller Dyads, AIDAS Theory, Right Set of Circumstances Theory, Buying Formula Theory, Behavioral Equation Theory

Unit II: Selling Process & Organization: (12 Hours.)

Prospecting, Planning the Sales call, Selecting the Presentation Method, Making the Sales Presentation, Handling Sales Objections, Closing the Sale, Follow up. Role of Relationship

Marketing in Personal Selling, Value Added Selling. Sales Organization: Need & Structure, Sales Management Functions & Responsibilities. Sales Force Management: Recruitment and Selection, Training of Sales People, Sales Force Motivation, Designing Sales Compensation plans, Evaluation of Sales Force.

Unit III: Physical Distribution System: (12 Hours.)

Introduction, Need & Benefits, Distribution as link between Sourcing and Marketing, Distribution as Service function - Needs and Levels, Recent Developments in Sales and Distribution scenario. Warehouse Management: Warehouse Functions, Processes, Organization and Operations.

Unit IV: Information Systems Distribution: (12 Hours.)

Designing Distribution Logistics System, Logistics Management and Logistics Information System, Role of Logistics in Corporate Strategy, Suitability of Movement in Tracking System, Factors in Designing Strategic Distribution System.

Unit V: Channel Management: (12 Hours.)

Channel Management Decisions: Selection & Compensation of Channel Members. Managing Channel Conflicts, Co-operation vs. Competition in Channels, Marketing Channel Policies and Legal Issues. Time and Territory Management. Designing Sales Territories, Routing and Scheduling. Sales Quota: Purpose, Importance & Types.

Text Books:

- ❖ Fundamentals of Selling, Charles Futrell, McGraw Hill. Latest Edition.
- ❖ Marketing Channels , Louis W Stern and Adel L Ansary, Thomson Publishing. Latest Edition.
- ❖ Sales Management-Still and Cundiff and Giovonni, Prentice Hall. Latest Edition.

Reference Books:

- ❖ Selling and Sales Management, Jobber, Prentice Hall. Latest Edition.
- ❖ Professional Sales Management, Andersen R, McGraw Hill Education. Latest Edition.
- ❖ Strategic Marketing Channel Management, Bowersox and Coope,- McGraw Hill Education. Latest Edition.
- ❖ Business Logistics Management: Planning, Organizing, and Controlling the Supply Chain, Ronald H. Ballou, Prentice Hall. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC)

Marketing of Services (MS)

Course Code: MBA_MKT_13

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3 Tutorial-0 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

The objective of this course is to develop insights into emerging trends in the service sector in a developing economy like India. Further, the course in Services Marketing is intended to broaden students’ view of marketing to give an understanding of how marketing is practiced in service organizations and how it will be managed in the future.

Learning Outcome:

- ❖ At the completion of this course students should be able to examine the nature of services, and distinguish between products and services.
- ❖ Identify the major elements needed to improve the marketing of services and develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.
- ❖ Appraise the nature and development of a services marketing strategy & recognize how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems.

Unit I: Introduction to Services Marketing: (12 Hours.)

Emergence of Services Economy; Nature and Definitions of Services, Classification of Different, Types of Services, Differences in Goods versus Services Marketing, Services Marketing Mix, Trends in Services Marketing.

Unit II: Understanding Consumers’ Behavior for Services: (12 Hours.)

Consumer Purchase Behavior in services; Consumer Decision Making Process, Meaning and Types of Service Expectations, Services Encounters and Consumer Satisfaction, Segmenting, Targeting and Positioning of Services.

Unit III: Services Marketing Mix: (12 Hours.)

New Service Development and Blueprint, Services Product Strategies; Approaches to Pricing Services and Pricing Strategies, Designing the Service Communication Mix, Branding of Services, Distributing Services – Context and Options, Physical Evidence of a Service.

Unit IV: Service Delivery Process & Quality: (12 Hours.)

Understanding Capacity Constraints and Demand Patterns; Strategies for Matching Capacity and Demand; Waiting Line Strategies; Designing and Managing Service Processes; Employees' and Customers' Role in Service Delivery. Service Quality Measurement and Improvement of Service Quality, Consumer Complaint Behavior, Consumer Response to Effective Service Recovery, Principles of Service Recovery, CRM in Services.

Unit V: Contemporary Issues in Services Marketing: (12 Hours.)

The content of the unit depends upon the recent developments in the field of services marketing, which would be declared by the respective faculty during the coverage of syllabus and cases shall be discussed.

Text Books:

- ❖ Lovelock, Christopher H. : Services Marketing, Pearson Education, New Delhi. Latest Edition.
- ❖ Zeithaml V.A. & Bitner M.J. : Services Marketing, Tata McGraw Hill, New Delhi. Latest Edition.
- ❖ Verma H.V. : Marketing of Services, Global Business Press, New Delhi. Latest Edition.

Reference Books:

- ❖ K. E Clow & David L Kurtz : Services Marketing, Biztantra. Latest Edition.
- ❖ Govind Apte : Services Marketing, Oxford Publications. Latest Edition.
- ❖ Swartz & Iacobucci : Handbook of Services Marketing & Management, Sage Publications. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC/SDC)

Social Media Marketing (SMM)

Course Code: MBA_MKT_14

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2 Tutorial-1 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

This course is an initiative designed to educate students in the area of Social Media Marketing. Social Media have transformed marketing and business practice across the globe. This course provides an understanding of the ever evolving role of social media processes and tools in designing the overall marketing strategy. It explores the challenges of Interactive media and the creative challenges of communicating and retention strategies of customers through these media and future trends in social media marketing.

Learning Outcome:

- ❖ After studying this course, student should be able to describe and explain the meaning and nature of social media marketing.
- ❖ Analyze social media marketing problems and suggest ways of solving these & recognize the range of stakeholders involved in social media marketing programs and their role as target markets.
- ❖ Assess the role of branding, social advertising and other communications in achieving behavioural change.

Unit I: Introduction to Social Media Marketing: (12 Hours.)

Concept of Social Media, Definition of Social Media Marketing, Social Media Marketing Implications of Marketing Mix, Segmentation for Social Media Marketing, Social Media Marketing Strategy, Social Media Marketing Plan. Importance of Creative Writing for Social Media Marketing, Important Elements of Social Media Marketing.

Unit II: Online Marketplace: (12 Hours.)

Explain the Concept of Digital World, Relate the Relevance of Online Marketplace in Today's World, Discuss the Benefits of Online Marketplaces, Explain the Concept of Disintermediation, Examine the Concept of Social Media and Benefits.

Unit III: Social Media Marketing Channels: (12 Hours.)

Social Media Marketing Channel- Concepts, Types & Advantages, Push & Pull Marketing in Social Media Channel, Facebook Ads, Twitter Campaign, YouTube Ads, Affiliate Marketing- Concept, Concept of Mobile Marketing.

Unit IV: Social Media: (12 Hours.)

- Facebook Marketing: The Structure of Facebook: Pages and Profiles • Understanding Edgerank and Interactivity • Page Set up and Posting Rhythm • Leveraging Facebook Advertising • Deliverable: A Facebook Marketing Plan.
- LinkedIn Marketing • The Structure of LinkedIn: Profiles, Pages, Groups, and a Social Rolodex • Optimizing Your LinkedIn Profile • Using LinkedIn as a Social Rolodex LinkedIn Pages, Groups, and Other Opportunities • Deliverable: A LinkedIn Marketing Plan.
- Twitter, Instagram, and Pinterest • Twitter: Of @ signs and # hashtags • Instagram: Twitter for Pictures • Pinterest: the Concept of the Idea Board • Deliverable: A Twitter, Instagram, and/or Pinterest Marketing Plan.
- YouTube Marketing • YouTube and the Video Revolution • The Three Uses of Video: Supportive, SEO, and Viral • YouTube Channel Basics and Video Tips • Deliverable: a YouTube Marketing Plan.

Unit V: Trends in Social Media Marketing: (12 Hours.)

New Trend- Artificial Intelligence (AI), Internet of Things (IoT), Augmented Reality, (AR) and Virtual Reality (VR), Personalization, Augmented Reality Integrated with Social Media, Social Media Analytics, Mobilfication, Digital Marketing Strategy Failures and How to Avoid Them.

Text Book:

- ❖ Social Media Marketing Workbook: How to Use Social Media for Business (2020 Updated Edition) by Jason McDonald.

Reference Books:

- ❖ The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI by Carlos Gil.
- ❖ Digital Trust: Social Media Strategies to Increase Trust and Engage Customers by Barry Connelly.
- ❖ Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content by Ann Handley.

Jharkhand University of Technology Ranchi
MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]
(MAJOR & MINOR)
ELECTIVE-I (OEC/SDC)
Production Operation Management (POM)
Course Code: MBA_MKT_15

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4 Tutorial-0 Practical-0	End Term Examination Marks: 60 each subject

Course Objectives:

This course examines the functional area of production and operations management as practised in the manufacturing industry. The course includes decision-making, capacity planning, aggregate planning, forecasting and inventory management, distribution planning, materials requirements planning (MRP), project management and quality control.

Learning Outcome:

- ❖ To understand the basic concepts and theories of the production management and comprehend the operations management situations with greater confidence.
- ❖ Anticipate issues in production and operations processes to expand individual knowledge of operations management principles and practices.
- ❖ To apply operations management concepts and their influence on business decisions.

Unit I: Introduction to Production Operation Management: (12 Hours.)

Nature and Scope of Production/Operations Management, POM Relationship with other Systems in the Organisation, Factors that affect System and Concept of Production and Operation Management. Facility Location, Types of Manufacturing Systems, Lean Manufacturing, Student Planning and Analysis.

Unit II: Production System and Related Concepts: (12 Hours.)

Functions of Production and Material Management, Types of Production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control in Mass Production, Batch Production, Job Order Production, Selection, Product Design and Development, Process Selection, Capacity Design, Determination of Material Required, Procedure for Purchasing, Stocking and Distribution of Materials.

Unit III: Scheduling and Measuring Production Activities: (12 Hours.)

Scheduling, Maintenance Management Concepts, TPM, Work-Study, Method Study, Work Measurement, Work Sampling, Work Environment and Safety, Material Management.

Unit IV: Material and Inventory Management: (12 Hours.)

An overview of Material Management, Material Planning and Inventory Control, Inventory Models, (Classical EOQ, Model with Shortages), JIT, Budgeting and Material Planning, Purchase Management, Store Management, Safety Management.

Unit V: Quality in Prod. & Ops Management: (12 Hours.)

Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, QMS and ISO Standards.

Text Books:

- ❖ Everett E. Adam and Ronald J Ebert, Production and Operation Management: Concepts, Models & Behaviour, PHI New Delhi. Latest Edition.
- ❖ Chary SN, Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi. Latest Edition.

Reference Book:

- ❖ Ajay Garg, Production and Operations Management, TMH, Delhi. Latest Edition.
- ❖ R Panneerselvam Book, Production and Operations Management, PHI New Delhi. Latest Edition.
- ❖ Joseph Martinich, Production and Operations Management, TMH, Delhi. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION "MARKETING" [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC)

Operation Management (OM)

Course Code: MBA_MKT_16

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4 Tutorial-0 Practical-0	End Term Examination Marks: 60 each subject

Course Objectives:

This course intends to develop familiarity with the concepts of production systems, their constraints and linkages with the overall strategic perspectives. Designing the process, analysis and improvement, operating the system and making product and preparing for success and sustainability. Interface of operations management with other managerial areas.

Learning Outcome:

- ❖ After studying this course, student should be able to understand the input-process-output framework, the extensions of it, and apply them to a wide range of operations.
- ❖ Examine the types of transformation processes occurring within operations and define the roles and responsibilities of operations managers and the challenges they face.
- ❖ Understand the content of an operations strategy and the decisions involved.

Unit I: Introduction Operation Management: (12 Hours.)

Introduction-Production and Operations Management, Systems Approach, Differentiating between Goods and Services, Production Management Vs Operations Management, Input-Output Profit (Business) Model, Stages of Development, Career Opportunities for Operations Management Organizational Positions. Productivity-Concept and definitions, Factors contributing to productivity improvement, Techniques for productivity improvement.

Unit II: Strategies & Factors of Operation: (12 Hours.)

Process Configuration Strategies-What is Process, classifying the Process, Types of Process Flows, Best (Process) Practice, Work Process Configuration Types, Intermittent Flow Shop, Flexible Process Systems, Shifting work Configuration Types, Process Analysis and Process Redesign. Factors Governing the Location of a Plant-Different Types of Plant Layout, Principles of Materials Handling, Materials Handling Equipments and the uses.

Unit III: Scheduling and Measuring Activities: (12 Hours.)

Materials Management in the Supply Chain-Materials Management, Materials Management Information System, The Purchasing Function, Receiving, Inspection and Storage, Requiring Bids before purchase, MM of critical Parts, ABC classification – The System Context, Certification of Suppliers. Operations Planning and Control-Aggregate Production Planning, Master Production Scheduling (MPS), Materials Requirement Planning (MRP), Capacity Requirements Planning (CRP), Distribution Resource Planning (DRP), Weaknesses of MRP, Manufacturing Resource Planning (MRP II), Emerging Power of ERP; Loading, Sequencing, Routing, Scheduling, Dispatching and Expediting, Line balancing. Cycle-Time Management (CTM), Time-Based Management (TBM), Just-in-Time, Delivery (JIT), JIT II, Push Vs Pull – Process Discipline.

Unit IV: Maintenance and Inventory Management: (12 Hours.)

Maintenance Management-Maintenance objectives, concepts, advantages & limitations of Break down Maintenance & Preventive Maintenance, Maintenance costs and the problem of their Minimization, Total Productive Maintenance (TPM). Inventory Management-Types of Inventory Situations, Costs of Inventory, Order Point Policies (OPP), Economic Order Quantity (EOQ) Models – Batch Delivery, Economic Lot Size (ELS) Models, Perpetual Inventory Systems, Periodic Inventory Systems, Quantity Discount Model, Inventory Classification Systems.

Unit V: Analysis & Quality Control in Operation Management: (12 Hours.)

Arrow Diagramming and Network Analysis- PERT Model, Determination of Critical Path, Distribution of Project Completion Time, CPM Model, Time/Cost Relation, Crashing of a Project. Multiple Project Management. Statistical Quality Control-Objectives of SQC, Process Control charts for Variables and Attributes, Operating Characteristic (OC) curves. Total Quality Management (TQM), Mapping Quality Systems. Environment, Ethics, Technology and Contingency Planning-Adapting to External Forces, Greening the Environment: Maintenance, Greening the Environment: Design for Disassembly (DFD), Ethics and P/OM,

Preparing P/OM for future conditions. Environmental Quality: ISO 14000 / 14001, Vision of a Fully Integrated Global Company.

Text Books:

- ❖ Mahadevan B : Operations Management; Theory and Practices, Pearson Education, Delhi. Latest Edition.
- ❖ Monks Joseph G: Operations Management: Theory and Problems, McGraw-Hill Book Company, New York. Latest Edition.

Reference Book:

- ❖ Levin, McLaughlin, et al : Production/Operations Management: Contemporary Policy for Managing Operating Systems, McGrawHill Book Company, New York. Latest Edition.

Jharkhand University of Technology Ranchi

MBA FUNCTIONAL SPECILIZATION “MARKETING” [MKT]

(MAJOR & MINOR)

ELECTIVE-I (OEC/SDC)

Current Issues & Emerging Challenges in Marketing (CIECM)

Course Code: MBA_MKT_17

Total Credits: 4	Full Marks: 100
Total Credit Hours: 60 Hours	Internal Assessment Marks:40 each subject (Teacher’s Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2 Tutorial-1 Practical-1	End Term Examination Marks: 60 each subject

Course Objectives:

The course aims to develop understanding of the modern day marketing functions in the corporate enterprises and various research and policy implications. To develop knowledge and understanding of students on the various aspects of modern marketing management. To enable students to identify research issues in the specialization area.

Learning Outcome:

- ❖ After studying this course, student should be able to explain the different challenges, such as the concept and various issues related to marketing, describe the concept, importance and problems.
- ❖ Narrate the concept and components of marketing mix for new media marketing and explain the importance and challenges of marketing in Indian context.

Unit I: Overview of Marketing Environment: (12 Hours.)

Orientation of Modern Marketing and Analyzing Market Opportunities: Marketing Tasks and Approaches to Modern Marketing, Marketing Environment and Environment Scanning, Analyzing Market Environment. Role of Marketing in Corporate sector in Recent era: 4Ps & beyond, Marketing Challenges, Marketing information system and Marketing Research, Strategic Planning in Marketing Management.

Unit II: Introduction: (12 Hours.)

Emerging Challenges in Marketing – An Overview, Reasons for Emerging Challenges, Emerging Challenges – An Indian Perspective, Challenge for Marketers in the New Globalized Economy.

Unit III: Emerging Trends & Issues in Marketing: (12 Hours.)

Understanding Various Emerging Trends, Basic Overview of Types- Customer Experience Marketing, Data Driven Marketing, Green Marketing, Social Marketing, Referral Marketing, Cause Related Marketing, Event Based Marketing, Crowd Sourcing, Bottom of the Pyramid Marketing, Collaborative Marketing, Experiential Marketing, Engagement Marketing, Entertainment Marketing, Sports Marketing and Internet & Web Based Marketing. Mergers and Acquisitions: Regulatory Framework, Marketing Issues and Relevance in 21st century business Enterprises.

Unit IV: Issues in Measurement Process in Marketing Research: (12 Hours.)

Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability; Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes and their Measurement, Attitude Scaling Procedures. Difficulties in Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research.

Unit V: Issues in Understanding the Customers: (12 Hours.)

The factors influencing customers, Consumer decision making process changes in the Indian consumer, the use of market research as a tool for understanding markets and consumers. Components of e-marketing, Impact of e-Marketing on consumer buying decision & marketing strategy.

Text Books:

- ❖ Kotler Philip & Armstrong, G., Principles of Marketing, Prentice-Hall of India, Latest Edition.
- ❖ Dr. R N Singh, “ Management Thought and Thinkers”, Sultan Chand & Sons, New-Delhi. Latest Edition.

Reference Books:

- ❖ Kotler Philip & Keller, Principles of Marketing, Prentice-Hall of India, 2007. Latest Edition.
- ❖ Saxena Rajan, Marketing Management, Tata McGraw-Hill Publishing Co. Ltd., Latest Edition.
