

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

934E912: Specialization Courses in Marketing Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912A	Advanced Marketing Research and Consumer Behaviour	Elective	3	-	-	-	3	3	25	75	100
934E912B	Advertising Management and Sales Promotion	Elective	3	-	-	-	3	3	25	75	100
934E912C	Sales and Distribution Management	Elective	3	-	-	-	3	3	25	75	100
934E912D	Brand Management	Elective	3	-	-	-	3	3	25	75	100
934E912E	Industrial Marketing	Elective	3	-	-	-	3	3	25	75	100
934E912F	Services Marketing	Elective	3	-	-	-	3	3	25	75	100
934E912G	Customer Relations Management	Elective	3	-	-	-	3	3	25	75	100
934E912H	Retail Marketing	Elective	3	-	-	-	3	3	25	75	100
934E912I	Rural Marketing	Elective	3	-	-	-	3	3	25	75	100
934E912J	International Marketing	Elective	3	-	-	-	3	3	25	75	100
934E912K	Advanced Selling and Negotiation Skills	Elective	3	-	-	-	3	3	25	75	100
934E912L	Channel Management Strategies	Elective	3	-	-	-	3	3	25	75	100
934E912M	Customer Engagement Marketing	Elective	3	-	-	-	3	3	25	75	100
934E912N	Digital Marketing	Elective	3	-	-	-	3	3	25	75	100
934E912O	Marketing Analytics	Elective	3	-	-	-	3	3	25	75	100
934E912P	Marketing Metrics	Elective	3	-	-	-	3	3	25	75	100
934E912Q	New Product Strategies	Elective	3	-	-	-	3	3	25	75	100
934E912R	Strategic Marketing	Elective	3	-	-	-	3	3	25	75	100

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912A	Advanced Marketing Research and Consumer Behaviour	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To create an understanding of market research concepts.										
C2	To create awareness of sampling techniques and its implications on market research.										
C3	To throw light on models of consumer behavior.										
C4	To foster knowledge on determinants of consumer behavior.										
C5	To create awareness on the consumer decision-making process.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Nature and scope of Marketing Research – Marketing Research as an aid to marketing decision making – Scientific method – Research designs – Exploratory, descriptive and conclusive – Secondary and Primary Data Collection Methods – Questionnaire Construction Procedure.							7	C1		
II	Sampling: Sampling Techniques – Sample Size Determination per survey Application of Marketing Research: Motivation Research – Advertising Research – Product Research.							9	C2		
III	Models of Consumer Behaviour: Nicosia Model - Howard-Sheth Model – Engel- Blackwell-Miniard Model, Environment influences on Consumer: Culture – Social Class – Social Groups – Family– Personal Influence and Opinion Leadership.							8	C3		
IV	Individual Determinants of Consumer Behaviour: Motivation and Involvement – Information Processing – Learning – Personality and Self Concept – Attitude Theories and Change. Consumer Decision Processes: Problem Recognition – Search and Evaluation – Purchasing – Post-purchase Behaviour.							9	C4		
V	Multivariate analysis: Discriminant analysis, Factor analysis, Conjoint analysis, Cluster analysis -							12	C5		

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	Multidimensional scaling and Multiple Regression - Model Building, Data Visualization Tools – Usage of forecasting techniques - Time Series Analysis, ARIMA.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the basic concepts of marketing research.	PO4,PO7	
CO2	Understand the complexity of sampling techniques and its implications on market research.	PO4, PO6	
CO3	Have insights on models of consumer behavior and helps them to develop models.	PO6,PO7	
CO4	Possess knowledge on determinants of consumer behavior.	PO6	
CO5	Have insights on consumer decision process.	PO2, PO6,PO7	
Reading List			
1.	Suja R. Nair , Consumer Behaviour & Marketing Research, Himalaya Publishing, 2015		
2.	S. Sumathi, P. Saravanel,Consumer Behaviour & Marketing Research , S.Chand,2003		
3.	Rajendra Nargundkar ,Marketing Research: Text and Cases .Tata Mc Graw Hill , 2017		
4.	G.C.Beri, Marketing Research ,Tata Mc Graw Hill,2013		
References Books			
1.	Leon Schiffman, and Joseph L. Wisenblit., Consumer Behavior, 11 th Edition, Pearson, 2015.		
2.	Naresh K.Malhotra and Satyabhusan., Marketing Research, 7 th Edition, Pearson, 2019.		
3.	Barbara G Tabachnick and Linda S Fidell, Using Multivariate Statistics, 7 th Edition, Pearson. 2020.		
4.	Majumdar, Ramanuj, Consumer Behaviour: Insights from Indian Market, PHI Learning, 2020.		
5.	S. Ramesh Kumar., Consumer Behaviour: The Indian Context (Concepts and Cases), Pearson Education, 2 rd Edition, 2021.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M			S	
CO 2				M		S		
CO 3						S	S	
CO 4						M		
CO 5		S				M	M	

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912B	Advertising Management and Sales Promotion	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To introduce students to advertising fundamentals										
C2	To impart knowledge on advertising media and budget.										
C3	To orient students on advertising agencies and its operations.										
C4	To make students understand sales promotion campaigns.										
C5	To enable students understand the relevance of sales promotion										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.							7	C1		
II	Media: Mass Media - Selection, Planning and Scheduling – Social Media Advertising - Web Advertising – Integrated programme and budget planning.							10	C2		
III	Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.							10	C3		
IV	Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.							10	C4		
V	Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.							8	C5		
Total							45				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Possess knowledge and good understanding on the fundamentals of advertising							PO4, PO7			
CO2	Have good understanding and knowledge on advertising media and budget							PO2, PO4, PO7			
CO3	Have good orientation on advertising agencies and							PO5, PO7			

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	its operations.	
CO4	Understand sales promotion campaigns.	PO4, PO5, PO6
CO5	Understand the relevance of sales promotion	PO4, PO6, PO7
Reading List		
1.	S A Chunawalla, Advertising Management and Sales Promotion, Himalaya Publishing, 2015	
2.	Vv Rathna & S L Guptha, Advertising and Sales Promotion Management, Sultan Chand, 2011	
3.	S H H Kazmi & Satish Batra, Advertising and Sales Promotion Management, Excel Books, 2008	
4.	Mishra M N, Sales Promotion and Advertising Management, Mishra M N, Himalaya Publishing 2015	
References Books		
1.	Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE) by George E Belch, Michael A Belch, Keyoor Purani, 12 th edition, McGraw Hill Education, 2021	
2.	Advertising, Promotion, and other aspects of Integrated Marketing Communications (Mindtap Course List) by Terence Shimp and J. Craig Andrews, South-Western College Publishing, 2017.	
3.	Percy, L. and Rosenbaum-Elliott, R., Strategic Advertising Management, 4 th Edition, Oxford University Press, 2012.	
4.	Shrimp, T.A., Integrated Marketing Communications in Advertising and Promotion, 8 th Edition, Cengage Learning India, 2012.	
5.	Belch, G.E., Belch, M. and Purani, K., Advertising and Promotion, 7 th Edition, Tata McGraw-Hill Education, 2009.	
6.	Marshall, P., Ultimate Guide to Facebook Advertising, Tata McGraw-Hill Education, 2011.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M			S	
CO 2		S					S	
CO 3					M		S	
CO 4				S	S	M		
CO 5				M		M	M	

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912C	Sales and Distribution Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To introduce students to sales management and its related software										
C2	To impart knowledge on sales performance strategies and tactics.										
C3	To acquaint students with sales forecasting techniques, sales quotas and sales force planning										
C4	To provide inputs on sales force staffing, training and sales audit.										
C5	To orient students on role of distribution in sales management										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction, Nature, Concepts and Scope - Organization Framework of The Field Sales Force - Sales force Automation - Types of Field Sales Organizations – Career in Field Sales Management. Field – Emerging trend in Sales Management - Sales Manager – His Tasks and Responsibilities – Relation with Salesman and Relationships with top Management – Coordinating and Controlling the Marketing Mix. Operating Environment for Field Sales Force. Software application in Sales management. Sales Management Process.							9	C1		
II	Information and Planning: Qualities and Role-Hierarchy of Objectives and Goals, Concept of Strategies and Tactics. Development of Sales Performance Standards –Relationship of Performance Standards to Sales Development Function, its Purpose and Types, Review of Training and Staffing Programmes.							9	C2		
III	Sales Forecasting – Methods and Procedural Steps in Forecasting - Sales Budgeting - Allocation of Field Sales Resources. Design Sales Territories, Procedure for Designing – Determining Manpower Requirements, Recruiting, Methods and The Selection System. Sales Quotas, Types of Sales Quotas, its Purpose and Managerial Evaluation. Man Power Planning – Tasks, Skill, Qualification.							9	C3		

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IV	Staffing – Responsibilities, tools and Methods of Selection. Motivational and Compensation Procedures for Sales Force – Method of Financial Incentives and its Purpose – Designing A Compensation Plan. Evaluation of Performance and Control. Salesmanship – Sales Positions – Theories of Selling – Understanding Consumer Behavior- Training and Development of Sales force. Sales Training Process, Designing Training Content- Training for Different sales personnel, Training Feedback- Sales Audit and Analysis – Control of Sales Efforts and Costs.	9	C4
V	Distribution: Role of Distribution in the Marketing Mix Distribution center network, suppliers milk run, supply tracking, network configuration, quality control monitoring; Role and Functions. Transport and Handling: Economics of Transportation, Determining Optimum Mode of Transport. Organization, Machines, Procedures and Documentation- Policies; Role of Transport; Transport in emergencies; safety and security of goods- Dealer Network: Role of Middlemen/Dealer in Marketing and Distribution- Channel Information System- Designing a Channel information system. Dealer Functions at Wholesale and Retail Level – National and International Channel of Distribution- Strategic Plan of Network – Location, Selection - Appointment and Termination of Dealers - Morale and Motivation.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand sales management and its related software	PO4, PO6	
CO2	Know sales performance strategies and tactics.	PO1,PO2, PO6	
CO3	Understand sales forecasting techniques, sales quotas and sales force planning	PO4, PO6,PO7	
CO4	Know the concepts of sales force staffing, training and sales audit.	PO5, PO6	
CO5	Have knowledge on the role of distribution in sales management	PO6,PO7	
Reading List			

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1.	Dr.S.S.Guptha, Sales and Distribution Management – Text and Cases an Indian Perspective,Laxmi Publications Pvt Ltd; 2018
2.	Pingali Venugopal ,Sales and Distribution Management: An Indian Perspective, Sage, 2008
3.	Ramendra Singh , Sales And Distribution Management,Vikas Publishing , 2016
4.	Tapan K. Panda , Sales and Distribution Management ,Oxford University Press,2011
References Books	
1.	Still, R.R., Sales Management: Decision Strategy and Cases, 5th Edition, Pearson, 2011.
2.	Tapan K Panda, Sunil Sahadev, Sales Management, Sales and Distribution Management ISBN: 9780199499045, Oxford University Press, 2019.
3.	Pingali Venugopal Sales and Distribution Management: An Indian Perspective, SAGE Publications, 2008.
4.	Cron, W.L. and DeCarlo, T.E., Sales Management: Concepts and Cases, 10 th Edition, Wiley India Pvt. Ltd., 2011.
5.	Havalder, K. and Cavale, V., Sales and Distribution Management, 2nd Edition, Tata McGraw-Hill Education, 2011.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		S		
CO 2	M	S				S		
CO 3				M		S	M	
CO 4					M	S	M	
CO 5						M	M	

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912D	Brand Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	Understand brand equity & assess the equity of a brand by applying brand equity models										
C2	Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model										
C3	Ability to develop a comprehensive go to market strategy for a brand										
C4	Evaluate various architecture types & examine brand extension strategies for success										
C5	Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods										
SYLLABUS											
UNIT		Details						No. of Hours		Course Objectives	
I		Introduction: Definition of Brand - Importance of Brands – Branding Challenges and Opportunities – Brand Equity Concept – Brand Equity Models – Kepler Brand Identity Model - Brands vs. Products Constituents of a Brand: Brand Elements – Brand Identity - Image and Personality – Brand DNA, Kernel, Codes and Promises – Point of Distribution and Point of Purchase						9		C1	
II		Brand Positioning: Basic Concepts – Risks – Brands and Consumers – Competitive Advantage through Strategic Positioning of Brands – Points of Parity – Points of Difference –Brand Building: Designing Marketing Programmes to Build Brands – Role of Social Media in Brand Building – Managing and Sustaining Brands Long-Term.						9		C2	
III		Brand Image: Image Dimensions, Brand Associations & Image, Brand Identity; Perspectives, Levels and Prisms. Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands – Brand Audits – Brand Loyalty – Cult Brands						9		C3	
IV		Brand Valuation: Methods of Valuation – Implications for Buying & Selling Brands. Leveraging Brands: Brand Extension – Brand Licensing – Co-branding – Brand Architecture and Portfolio Management						9		C4	
V		Branding in Practice: Handling Name Changes and Brand Transfer – Brand Revitalisation and Rejuvenation – Global Branding Strategies –						9		C5	

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	Building and Managing Brands Across Boundaries – Branding Industrial Products, Services and Retailers – Building Brands Online – Indianisation of Foreign Brands and Taking Indian Brands Global.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand brand equity & assess the equity of a brand by applying brand equity models	PO4, PO7	
CO2	Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model	PO1, PO2, PO6	
CO3	Possess the ability to develop a comprehensive go to market strategy for a brand	PO4, PO6,PO7	
CO4	Evaluate various architecture types & examine brand extension strategies for success	PO1, PO4	
CO5	Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods	PO5, PO6, PO7	
Reading List			
1.	Kevin Lane Keller, Mats Georgson, & Tony Aperia, Strategic Brand Management, Kindle 2 nd Edition, 2013		
2.	Brand Management, Palgrave Mcmillan, 2021		
3.	Journal of brand management, Palgrave Macmillan		
4.	Journal of Product & brand Management ,Emerald Publishing		
References Books			
1.	Aaker, D., Building Strong Brands, Simon & Schuster, 2010.		
2.	Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition, John Wiley and Sons, 2012.		
3.	Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2012.		
4.	Gupta, N.R., The Seven Principles of Brand Management, Tata McGraw-Hill Education, 2011.		
5.	Kapferer, J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th Edition, Kogan Page, 2012.		
6	Keller, K.L., Strategic Brand Management, 3rd Edition, Pearson, 2011.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S			S	
CO 2	M	S				S		
CO 3				M		S	S	
CO 4	M			S				
CO 5					S	M	M	

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912E	Industrial Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand the environment of Industrial Marketing.										
C2	To create awareness and understanding of the Organizational buying process.										
C3	To provide insights about industrial marketing opportunities.										
C4	To have an idea and awareness about Business marketing strategy.										
C5	To get familiar about customer relationship management practices and strategies.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	The Environment of Industrial Marketing: A Business Marketing perspective - The Industrial Market: Perspective on the organization buyer.							9	C1		
II	Organizational Buying Process: Dimensions of Organizational Buying - Organizational Buying Behaviour.							9	C2		
III	Assessing Marketing Opportunities: Business Marketing Intelligence - Segmenting the Organizational Market - Organizational Demand Analysis: Measuring Market Potential and Sales Forecasting.							9	C3		
IV	Business Marketing Strategy: Business Marketing Planning: Strategic Perspective - Managing the Business Product Line - Business Marketing Channels - Business Pricing Function - Advertising Sales Promotion and Personal Selling Function - Controlling Industrial Marketing Strategy.							11	C4		
V	Customer Relationship Management: Managing your customer service/sales profile - Choosing your CRM strategy - Tools for capturing customer information - Managing Relationships through conflict.							7	C5		
Total							45				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Be aware of the environment of industrial marketing.							PO4, PO6			
CO2	Possess knowledge of the organizational buying process.							PO2, PO6, PO7			
CO3	Have insights on industrial marketing opportunities.							PO6,PO7			

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CO4	Learn business marketing strategy.	PO6, PO7
CO5	Have better understanding on customer relationship management.	PO4,PO6,PO7
Reading List		
1.	Milind T.Phadtare ,PHI,Kindle	
2.	Hory Sarkar Mukerjee, Industrial Marketing ,Kindle	
3.	Journal of Business and Industrial Marketing, Emerald Group Publishing	
4.	International Journal of Industrial Marketing, Macrothink Institute, USA	
References Books		
1.	Phadtare, Milind T., Industrial Marketing, Prentice-Hall, 2 nd edition, 2021.	
2.	Basu, S.K., Sahu, K. C. , Rajiv, B., Industrial Organization and Management, Prentice-Hall, 1 st edition, 2021.	
3.	Francis Cherunilam., Industrial Marketing Text and Cases, 1 st edition, Himalaya Publishing House, 2022.	
4.	Biemans, W.G., Business to Business Marketing; A Value-driven approach, 1 st edition, McGraw-Hill Education, 2010.	
5.	Ghosh, P.K., Industrial Marketing, 1 st edition, Oxford University Press, 2005.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		
CO 2		S				M	M	
CO 3						M	M	
CO 4						M	M	
CO 5				S		M	M	

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912F	Services Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Services marketing and Service Sector										
C2	To provide insights on Marketing Mix In Service Marketing										
C3	To throw light on Effective Management Of Service Marketing										
C4	To elucidate on Quality of Services ,GAPS and factors influencing Services Marketing										
C5	To create awareness and importance of various service sectors like Health, Hospitality, travel, hotels and Tourism ,Professional Service, Public Utility Services & Educational Services										
	SYLLABUS										
UNIT	Details							No. of Hours	Course Objectives		
I	Marketing Services: Introduction - Growth of the service sector - The Concept of Service - Characteristics of Service – Classification of Service – Designing of the Service, Blueprinting, Using Technology, Developing Human Resources, Building Service Aspirations.							9	C1		
II	Marketing Mix In Service Marketing: The Seven Ps: Product Decision, Pricing, Strategies And Tactics, Promotion Of Service And Placing Of Distribution Methods For Services. Additional Dimension In Services Marketing – People, Physical Evidence And Process.							9	C2		
III	Effective Management Of Service Marketing: Marketing Demand And Supply through Capacity Planning and Segmentation – Internal Marketing of Services – External versus Internal Orientation of Service Strategy.							9	C3		
IV	Delivering Quality Service: Causes Of Service – Quality Gaps. The Customer Expectations Versus Perceived Service Gap. Factors And Techniques To Resolve This Gap Customer Relationship Management. Gaps in Services – Quality Standards, Factors and Solutions – The Service Performance Gap – Key Factors and Strategies for Closing the Gap. External Communication to the Customers – The Promise versus Delivery Gap – Developing Appropriate and Effective Communication about Service Quality							9	C4		

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V	Marketing Of Service With Special Reference: Financial Services – Health Service - Hospitality Services including travel, hotels and tourism - Professional Service - Public Utility Services - Educational Services.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Possess knowledge and understanding on the basic concepts of managing Services marketing and Service Sector	PO4,PO7	
CO2	Possess knowledge on Marketing Mix in Service Marketing	PO6	
CO3	Have insights on Effective Management of Service Marketing	PO6,PO7	
CO4	Learn Quality of Services,GAPS and factors influencing Services Marketing	PO6	
CO5	Have better understanding on various service sectors like Health, Hospitality, travel, hotels and Tourism,Professional Service, Public Utility Services & Educational Services	PO4, PO5, PO6, PO7	
Reading List			
1.	R. Srinivasan, Services Marketing: The Indian Context 4th Edition, PHI, Edition, 2014		
2.	Jayantha Chatterjee Christopher Lovelock, Pearson, 2017, Kindle		
3.	Journal of services marketing, Emerald Insight		
4.	Journal of service management, Emerald Group Publishing Ltd		
References Books			
1.	Bateman, J.E. and Hoffman, D., Services Marketing, 4th Edition, Cengage Learning, 2011.		
2.	Gronoos, C., Service Management and Marketing: Customer Management in Service Competition, 3rd Edition, Wiley India, 2011.		
3.	Jauhari, V. and Dutta, K., Services: Marketing, Operations and Management, Oxford University press, 2009.		
4.	Lovelock, C., Wirtz, J. and Chatterjee, J., Services Marketing, 7th Edition, Pearson, 2019.		
5.	Srinivasan, R., Services Marketing: Indian Context, PHI Learning, 2012.		
6.	Zeithaml, V., Bitner, M.J., Gremler, D. and Pandit, A., Services Marketing, 5th Edition, Tata McGraw-Hill, 2017		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M			S	
CO 2						S		
CO 3						S	M	
CO 4						M		
CO 5				S	S	M	M	

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912G	Customer Relations Management	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basics and evolution of CRM										
C2	To provide insights on CRM Concepts										
C3	To throw light on Planning for CRM and strategy its development in an organization										
C4	To elucidate on CRM and Marketing Strategy										
C5	To create awareness and importance of CRM Planning and Implementation										
	SYLLABUS										
UNIT	Details							No. of Hours	Course Objectives		
I	Evolution of Customer Relationship: CRM-Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM, CRM and Cost Benefit Analysis, CRM and Relationship Marketing.							9	C1		
II	CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.							9	C2		
III	Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.							9	C3		
IV	CRM and Marketing Strategy: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM: CRM in Consumer Markets, CRM in Services							9	C4		

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	Sector, CRM in Mass Markets, CRM in Manufacturing Sector		
V	CRM Planning and Implementation: Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.	9	C5
	Total	45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To familiarize the students to the basic and evolution of CRM	PO4,PO6,PO7
CO2	To provide insights on CRM Concepts	PO2,PO3
CO3	To throw light on CRM and strategy its development in an organization	PO5,PO6,PO8
CO4	To elucidate on CRM and Marketing Strategy	PO1,PO5
CO5	To create awareness and importance of CRM Planning and Implementation	PO3,PO5,PO7

Reading List	
1.	“How to Win at CRM” Strategy, Implementation, Management,ebook
2.	The Art of CRM: Proven strategies for modern customer relationship management Kindle Edition
3.	Electronic Customer Relationship Management,Kindle Edition

References Books	
1.	Kincaid, J., Customer Relationship Management: Getting it right, Pearson, 2005.
2.	Kumar, V. and Reinartz, W.J., Customer Relationship Management: A Databased Approach, Wiley India Pvt. Ltd., 2006.
3.	Makkar, U. and Makkar, H.K., Customer Relationship Management, Tata McGraw-Hill Education, 2011.
4.	Peelen, E., Customer Relationship Management, Pearson, 2008.
5.	Shanmughasundaram, S., Customer Relationship Management: Modern Trends and Perspectives, PHI Learning Pvt. Ltd., 2008.Education, 2010.
6.	Kincaid, J., Customer Relationship Management: Getting it right, Pearson, 2005.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2	3	2		
CO 2		3	2					
CO 3					2	3		3
CO 4	2				3			
CO 5			3			2	2	

3-Strong 2-Medium 1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912H	Retail Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To educate students and enable to understand and analyze current retailing trends and strategies.										
C2	To develop the students towards managing the retail stores and organizations.										
C3	To identify the nuances of visual merchandising and its elements.										
C4	To know the consumer purchase decision process in the context of organized retailing.										
C5	To emphasis on global retailing strategies.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Retailing – Definition, scope and importance in the globalized era, organized and unorganized retailing, emerging trends in retailing – e-tailing, mega shopping malls, the modern retail store. Major types of Retail Organizations, corporate chains, voluntary chains, retail cooperatives, franchise organizations and merchandizing conglomerates / retail store types / retail classification of stores, restaurants and service providing offices.							9	C1		
II	The Retail Store - Retail stores management / Roles and responsibilities of retail store managers / Human resource management – recruiting, hiring, training and development, performance management, payroll, work place scheduling / Store business operations – materials management, coordination with purchase department / finance and accounts / Problem solving / Safety and security.Store Essentials – Classification of grocery items / Store Essentials – Location / Store designs / Display accessories / Store atmospherics / Developing own brands / The power of mega retailers over manufacturers / Dimension attributes and its components that affect retail outlet selection.							9	C2		
III	Visual merchandizing components – merchandize as focal point, choice of colours, display themes, display to complement store strategy, spotless cleanliness,							9	C3		

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	frequent change of displays and essentials of good display, lighting / special display kinds – window, marquee, freestanding or island, counter, brand corner, end cap cascade or waterfall displays / Store Exterior – façade, details, texture. Store Aids – Gadgets that aid retailing – barcode readers, credit card swipe machines, money counters, counterfeit detectors, cash register, coin counter, bill strapping machine, money vacuum sealing machine. Graphics and Signage / Props / POP's / Planogram.		
IV	Retail strategies – Supply chain management - managing material, information and financial flows / critical success factors / drivers, elements and goals / basic retail strategies – low price high turnover, discounted prices across all categories, lifestyle goods value price / exclusive goods premium price strategy / retail formatting / retail mix / building customer loyalty / customer relationship management. Retail Consumer Behavior – Difference between consumer and shopper / Frugal, impulsive, compulsive and tightwad buyers / Sub classification of shopping orientation / Catering to service consumers – gaps model for improving retail service quality / retail research.	9	C4
V	Retail Strategies for Global Growth – Building sustainable global competitive advantage, adapting to local customs and culture, adopting global culture and practices / Different entry strategies – direct investment, joint venture, forming strategic alliances and franchising. Online shopping – different formats, retail convergence.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to enhance knowledge about current retailing trends and strategies.	PO6, PO7	
CO2	The students would be able to develop insights towards managing the retail stores and organizations.	PO1, PO2, PO7	
CO3	Know the significance of visual merchandising strategies.	PO4, PO6, PO7	
CO4	Develop knowledge and Understanding on consumer buying behavior	PO4, PO6	
CO5	Be able to understand the importance of global	PO4, PO6	

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	retailing strategies.	
Reading List		
1.	The Open University, Retail Marketing, Kindle	
2.	Barry Berman, Retail Management, Kindle Edition	
3.	Journal of retailing ,Elsevier	
4.	International Journal of Sales, Retailing and Marketing,Circle International	
References Books		
1.	Berman, B., Evans, J. and Mathur, M., Retail Management: A Strategic Approach, 11 th Edition, Pearson, 2011.	
2.	Dunne, P. and Lusch, R., Retail Management, South-Western, 2009.	
3.	Gilbert, D., Retail Marketing Management, 2 nd Edition, Pearson, 2006.	
4.	Goldrick, P., Retail Marketing, 2 nd Edition, McGraw-Hill Education, 2002.	
5.	Miller, D., Retail Marketing, Tilde University Press, 2011.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						S	S	
CO 2	M	S					S	
CO 3				M		S	S	
CO 4				M		S		
CO 5				M		S		

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912I	Rural Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To discuss the various aspects of rural marketing as an integral part of marketing management and develop an understanding of rural marketing.										
C2	Differentiate the rural market environment from the urban and semi-urban markets.										
C3	Understand the factors influencing the rural consumer behavior and their brandloyalty.										
C4	To analyze rural markets through marketing mix while applying the marketing concepts suitable to the rural markets.										
C5	To evaluate pricing and distribution strategies for rural consumers.										
	SYLLABUS										
UNIT	Details							No. of Hours	Course Objectives		
I	Rural Marketing– Definitions, myths and realities of rural marketing, potential of the Indian rural market, the rate of growth and market share of rural market for consumer and non durable goods. Needs, Wants and Demands of the Rural Customer. Values and satisfaction that spell satisfaction for the rural customer. The Rural Marketing Environment – Rural demography – the percentage of youth and their influence on family buying. Economic capacity and potential of rural market. Lack of technological support and infrastructure. Political environment and Rural Culture and its influence on rural marketing.							9	C1		
II	Rural Consumer Behavior – Cultural and sub cultural influences of different regions and within regions. Caste and social divisions and their influence. Influence of city educated youth, city bred daughter/son in law, village heads on rural buying. Occupation, lifestyle, influence of men over women and other determinants in rural marketing choice.Rural Marketing Segmentation – Geographic / Climatic / Water resources based / Nearness to town based / Industrialization based / Access by road or railway based / Demographic based – Population concentration, Socio Economic Classification, Income based.							9	C2		

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III	Product – Specifically designed to suit rural environment / Products that work without electricity on batteries /Colours to choose rural choice (bright and colourful and not subtle and somber) Smaller packages that are less priced / Value based but not cheap products that hurt rural sensitivities. Pricing – Pre conceived notions do not help / Pricing related to Crop Harvest Times / Special Occasion Pricing / Pricing relating to rural Festivities and Fairs (Thiruviza), Easy Payment terms.	9	C3
IV	Place of Sale – Lack of outlets, transportation and warehousing, cost / service dilemma / the village shop that sells all from groceries to sanitary, cement, consumer durables and so on. The power of the delivery cum sales van. Other non conventional delivery mechanisms such as sales through computer based kiosks, self help groups, retired army personnel. Promotion – Logos, symbols and mnemonics to suit rural understanding. Picture based brands /Packaging should carry pictures for easy identification (Detol Sword / Nirma dancing girl) Selecting Proper Media Mix – TV / Radio / Cinema / Outdoor / Audio visual units / Publicity vans or bullock carts / Contacted Audio visual vans / Group demonstrations / Puppet Shows / Harikathas / Music CD's / Word of Mouth Promotions / Interpersonal Rural Specific Media through touch, feel and talk modes of communication.	9	C4
V	Rural Sales Force Management – Importance of Hiring Salesmen willing to work in Rural Environment / Possess rural culture and congruence / Attitude suited to Rural Culture / Knowledge of local language, culture and habits / Ability and willingness to several products at a time. Corporate and Government Efforts and Innovations – Mckinsey Study / Hansa Research / National Council of Agricultural and Economic Research / FICCI and Ernst and Young Studies / DCM Hariyali Kisan Bazar / ITC Choupal Sagar / Godrej Agrovat (GAVL), HUL's - Fair and Lovely, Lipton / Project Shakti / Hindustan Petroleum's Rasoi Ghars or community kitchens to popularize and sell LPG cylinders (cooking gas).	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	

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CO1	Have an understanding about basic concepts of rural marketing.	PO4, PO6
CO2	Be able to Differentiate the rural market environment from the urban and semi-urban markets.	PO6
CO3	Have In depth understanding the factors influencing the rural consumer behavior and their brand loyalty.	PO4.PO6,PO7
CO4	Be able to apply the marketing concepts suitable to the rural markets.	PO4, PO6
CO5	Be able to understand pricing and distribution strategies for rural consumers.	PO2, PO4, PO6
Reading List		
1.	Sanal Kumar Velayudhan, Rural Marketing,Kindle	
2.	Pradeep Kashyap,Rural Marketing,Kindle	
3.	International journal of Rural Management,Sage	
4.	International Journal of trend in scientific research and development,	
References Books		
1.	Bhatia, T., Advertising and Marketing in Rural India, 2 nd Edition, Macmillan Publishers India Ltd., 2007.	
2.	Dogra, B. and Ghuman, K., Rural Marketing: Concepts and Practices, Tata McGraw-Hill Education, 2007.	
3.	Kashyap, P., Rural Marketing, 2 nd Edition, Pearson, 2012.	
4.	Krishnamacharyulu and Ramakrishnan, L., Cases in Rural Marketing: An Integrated Approach, Pearson, 2008.	
5.	Krishnamacharyulu and Ramakrishnan, L., Rural Marketing: Text and Cases, 2 nd Edition, Pearson, 2011.	
6.	Velayudhan, S.K., Rural Marketing: Targeting the Non-Urban Consumer, 2 nd Edition, Response Books, 2007.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		S		
CO 2						S		
CO 3					M	S	S	
CO 4				S		S		
CO 5		M		M		S		

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912J	International Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To increase globalization by integrating the economies of different countries.										
C2	To assist developing countries in their economic and industrial growth by inviting them to the international market thus eliminating the gap between the developed and the developing countries.										
C3	To assure sustainable management of resources globally.										
C4	To propel export and import of goods globally and distribute the profit among all participating countries.										
C5	To enhance free trade at global level and attempt to bring all the countries together for the purpose of trading.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	International Marketing Environment: Factors/Dimensions influencing International Marketing – Controllable and Uncontrollable factors in International Marketing.							9	C1		
II	Product Policy – International Product Life Cycle – Export Pricing. International Marketing Decision: Marketing Decision – Market Selection Decision – Market Entry Decision – Marketing Mix Decision. International Marketing Research: Marketing Information System – Market Research – Marketing Research – Methodology for Marketing Research – International Research Strategy – Desk Research and Filed Research – Market Oriented Information – International Marketing Intelligence – Competitive Intelligence.							9	C2		
III	International Sales Contract: Major Laws – INCO Terms – Standard clauses of International sales Contract – Role of Indian Council of Arbitration / International Chamber of Commerce in solving Trade disputes. International Trade Liberalization: General Agreement on Tariff and Trade (GATT) – World Trade Organization (WTO) – GATS – UNCTAD – Trade							9	C3		

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	<p>Blocks: Customs Union – EU – Intra – African Trade: Preferential Trade Area (PTA) – European Free Trade Area (EFTA) – Central American Common Market (CACM) – Latin American Free Trade Association (LAFTA) – North American Free Trade Agreement (NAFTA)</p> <p>– Association of South East Asian Nations (ASEAN) – CARICOM – GSTP – GSP – SAPTA – Indian Ocean RIM initiative – BIM ST – EC – World Bank, IMF, International Finance Corporation – Multinational Investment Guarantee Agency (MIGA). World Trade in Services – Counter Trade – World Commodity Markets and Commodity Agreements.</p>		
IV	<p>India's Foreign Trade: Recent Trends in India's Foreign Trade – India's Commercial Relations and Trade Agreements with other countries – Institutional Infrastructure for Export Promotion in India – Export Assistance – Export Finance – Export Processing Zones (EPZs) – Special Economic Zones (SEZs) – Exports by Air, Post and Sea – Small Scale Industries (SSI) and Exports – Role of ECGC - Role of EXIM Bank of India – Role of Commodity Boards – Role of State Trading Agencies in Foreign Trade – STC, MMTC, etc.</p> <p>Export Regulations: Procedure for export of goods – Quality control and Pre-shipment Inspection – Excise Clearance – Customs Clearance – Port Formalities – Exchange Regulations for Export – Role of Clearing and Forwarding Agents. Procedure for Executing an Export Order – Export and Import Documentation - Export Packing – Containerisation – World Shipping – Liners and Tramps – Dry ports- Project Exports – Joint Ventures - Marine Insurance and Overseas Marketing - Export Payment – Different Modes of Payment and Letters of Credit.</p>	9	C4
V	<p>World Trade and India: - Globalisation and Role of Multinational Enterprises (MNEs) - Overview of Export – Import Policy of India – Basic Objectives, Role and Functions of Export Promotion Councils.</p>	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	

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CO1	Identify and analyse opportunities within international marketing environments	PO4, PO7
CO2	Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment; Select, research, and enter a new international market;	PO4, PO7
CO3	Prepare an international marketing plan; Develop a comprehensive course of action for a business firm using formal decision making processes;	PO2, PO4
CO4	Possess understanding and knowledge on Export trade	PO4, PO6, PO7
CO5	Have comprehensive knowledge and understanding on the role and functions of Export Promotion Councils	PO4, PO6
Reading List		
1.	R.Srinivasan, International Marketing, PHI Learning Pvt. Ltd., 2008	
2.	Roger Bennett, Jim Blythe, International Marketing: Strategy Planning, Market Entry & Implementation, Kogan Page, 2002	
3.	Journal of International Marketing, SAGE Publications	
4.	Journal of International Business Studies, Palgrave Macmillan	
References Books		
1.	Baack, D., Harris, E. and Baack, D., International Marketing, Sage Publications, 2012.	
2.	Cateora, P., Graham, J. and Salwan, P., International Marketing, 13 th Edition, Tata McGraw-Hill Education, 2008.	
3.	Czinkota, M. and Ronkainen, I., International Marketing, 8 th Edition, South-Western, 2007.	
4.	Onkvisit, S. and Shaw, J., International Marketing: Analysis and Strategy, 3 rd Edition, PHI Learning, 2009.	
5.	Paul, J. and Aserkar, R., Export Management, Oxford University Press, 2008.	
6.	Salvatore, D., International Economics: Trade and Finance, 10 th Edition, Wiley, 2012.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M			M	
CO 2				M			M	
CO 3		S		M				
CO 4				M		S	M	
CO 5				M			M	

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912K	Advanced Selling and Negotiation Skills	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of selling and sales organizations										
C2	Understand the theories of personal selling and selling strategies										
C3	To learn the negotiation skills										
C4	The importance of negotiation intelligence and its usefulness										
C5	Understand the development of salesforce organization										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Concepts of Selling and Sales Organization: Sales Management - Evolution of sales function - Objectives of sales management positions - Functions of Sales executives - Relation with other executives. Sales Organization and Relationship: - Purpose of sales organization - Types of sales organization structures - Sales department external relations - Distributive network relations.							9	C1		
II	Theories of personal selling and selling strategies: Theories of personal selling - Types of Sales executives - Qualities of sales executives - Prospecting, pre-approach and post-approach - Organizing display, showroom & exhibition -Sales Presentations.							9	C2		
III	Negotiation strategies and Stages: Negotiation strategies – Distributive Negotiations- Integrative Negotiations - Conflict and Dispute Resolution - Reasons for negotiations breakdowns - Legal aspects in Sales & Negotiation - Negotiation stages - The Preparation Stage - Preparing a range of objectives - Constants and variables - Researching the other party - The Discussion Stage - Rapport building - Opening the negotiation - Questioning techniques - Listening skills - Controlling emotions - Art of persuasion and emotions – ethics in sales.							9	C3		

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IV	Negotiating Intelligence, Bargaining & Closing: Negotiating Intelligence - Influencing and assertiveness skills - Spotting the signs - non-verbal communication and voice clues - The Proposing Stage - Stating your opening position - Responding to offers – Adjournments - Administering Contracts and Role of Negotiations - The Bargaining and Closing Stage - Making concessions - Closing techniques - Confirming agreement.	9	C4
V	Sales force Administration & Management: Sales Analysis - Sales quotas - sales budget - sales territory allocation - sales audit - Sales Force Management - Recruitment and Selection - Sales Training - Sales Compensation -Contemporary Issues.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	ProgramOutcomes	
CO1	Possess the knowledge on the basic concepts of the sales organization.	PO1, PO3, PO7	
CO2	Possess knowledge about theories of selling	PO1, PO2, PO7, PO8	
CO3	Have insights negotiation strategies	PO1, PO3, PO6	
CO4	Have understanding about negotiation skills	PO2, PO5, PO7	
CO5	Develop knowledge about salesforce administration and management	PO1, PO3, PO8	
Reading List			
1.	Selling and Negotiation Skills - A Pragmatic Approach - Prashant Chaudhary – Sage publishing		
2.	Advanced negotiation techniques, A McCarthy, S Hay - Springer		
3.	Negotiation Skills, AF Galal - books.google.com		
4.	Commercial negotiation skills, S Ashcroft - Industrial and Commercial Training, - emerald.com		
References Books			
1.	Naresh K. Malhotra (2019) Marketing Research: An Applied Orientation, 7th Edition Pearson Education,ISBN-13: 978-0134734842.		
2.	Dawn Iacobucci (2014), Marketing Models: Multivariate Statistics and Marketing Analytics, Createspace Independent Publishing Platform, ISBN 13: 9781502901873.		
3.	V. Kumar, Robert P. Leone, David A. Aaker, George S. Day and Gopal Das (2018), Marketing Research, 13th Edition, Wiley Publication, ISBN: 9788126577125		
4.	Hair, J.F., Jr., Black, W.C., Babin, B.J. & Anderson, R.E. (2014). Multivariate data analysis: Pearson new international edition (7th ed.). Upper Saddle River, N.J.: Pearson Education. ISBN: 9781292021904.		

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5.	Sarstedt, M.; Mooi, E. (2019), A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics. Third Edition, Berlin: Springer Berlin.
6.	Naresh K. Malhotra (2019) Marketing Research: An Applied Orientation, 7th Edition Pearson Education, ISBN-13: 978-0134734842.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		M				S	
CO 2	S	S					S	S
CO 3	M		S					S
CO 4		S			M		S	
CO 5	S		S					S

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912L	Channel Management Strategies	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Marketing Channels										
C2	To provide insights on Channel Design										
C3	To throw light on Channel Implementation										
C4	To elucidate on Channel Institutions										
C5	To create awareness and importance of Channel performance assessment										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Marketing Channels: Meaning – Structure – Functions - Importance - Types - Contribution of channel partners to marketers and consumers.							9	C1		
II	Channel Design: Channel design – Demand, supply and Channel efficiency - Types of channels based on segmentation – Supply side channel analysis – Channel flows and efficiency analysis – Channel Structure and Intensity – Gap analysis							9	C2		
III	Channel Implementation: Channel power – Getting it, using it, keeping it – Managing Conflict to Increase Channel Coordination – Strategic Alliances in Distribution – Vertical Integration in Distribution – Legal Constraints on marketing channel policies.							9	C3		
IV	Channel Institutions: Retailing, Wholesaling, Franchising, Electronic Marketing Channel - Logistics and Supply Chain Management - Omni and Hybrid Channels - Channel proliferation – online, offline, business to business, business to consumer, vertical and backward channel integration.							9	C4		
V	Channel performance assessment: Evaluation of Channel members’ performance – Criteria – Process - Channel Efficiency – Channel Compensation – Performance Metrics							9	C5		
Total							45				

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To familiarize the students to the basic concepts of Marketing Channels	PO1, PO3, PO7
CO2	To provide insights on Channel Design	PO1, PO2, PO7, PO8
CO3	To throw light on Channel Implementation	PO1, PO3, PO6
CO4	To elucidate on Channel Institutions	PO2, PO5, PO7
CO5	To create awareness and importance of Channel performance assessment	PO1, PO3, PO8
Reading List		
1.	Channel strategy - Springer LINK	
2.	Channel Management - ResearchGate	
3.	Channel Management - SAGE Journals	
4.	Journal of Marketing Channels	
References Books		
1.	Palmatier, R., Stern, L., & El-Ansary, A., Marketing Channel Strategy Routledge 2016.	
2.	K. G. Hardy , Allan J. Magrath(1988) , Marketing Channel Management	
3.	Meenal Dhotre, Channel Management and Retail Marketing 2010, Himalaya Publishing House	
4.	Furey, T., & Friedman, L. (2012). Channel Advantage, The. Routledge.	
5.	Fotiadis, T., & Folinas, D. (2017). Marketing and Supply Chain Management: A Systemic Approach. Routledge.	
6.	Anne T. Coughlan, Erin Anderson, Louis W. Stern and Adel I. El – Ansary, Marketing Channels, 7th Edition 2008, Pearson	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		M				S	
CO 2	S	S					S	S
CO 3	M		S					S
CO 4		S			M		S	
CO 5	S		S					S

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912M	Customer Engagement Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	Understand how to build good customer relationships										
C2	Acquire methods for uncovering the customer’s needs										
C3	Understand the importance of making a persuasive case										
C4	Learn how to say ‘no’ to unreasonable demands										
C5	Master techniques for structuring effective customer meetings										
UNIT	Details							No. of Hours	Course Objectives		
I	Concepts and Meaning of Customer Engagement: Customer Relationship Management, Customer Experience Management and Customer Engagement – Customer Engagement Behaviour: Behavioral perspectives of customer engagement and Theoretical Foundations – The Process of Customer Engagement - Metrics for Engaging Customers							9	C1		
II	Customer Engagement and Brand Relationships: Connective Brands with Customers - Assessing Customer Engagement and brand relationship - Customer Engagement in virtual brand community – Social Network platforms - Customer Engagement in offline brand community.							9	C2		
III	Conceptualizing and Measuring Customer Engagement Value: Customer Brand Value, Customer Lifetime Value, Customer Referral Value, Business Reference Value.							9	C3		
IV	Engagement, Interactivity, Social Media and Technology: Customer Influence Value, Customer Knowledge Value - Managing the Customer Engagement Value Framework - Organizational Challenges							9	C4		
V	Emerging Customer Engagement: Antecedents and outcomes of Customer Engagement - Developing a Spectrum of Positive to Negative Citizen Engagement - Negative Customer Brand Engagement in Blogs - Contemporary Issues in customer engagement.							9	C5		
	Total							45			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Explain and illustrate the strategic role of data analytics in digital marketing.	PO3, PO4, PO7
CO2	Identify and evaluate appropriate tools and techniques to analyse digital marketing performance.	PO3, PO8
CO3	Apply a variety of data collection and analysis technologies for the purposes of digital marketing analysis.	PO3, PO8
CO4	Interpret digital marketing data analysis and translate it into tangible strategic and tactical insights.	PO2, PO5, PO7
CO5	Consider the ethical considerations of big data in sustainable businesses.	PO4, PO5, PO7
Reading List		
1.	A Pansari, V Kumar - Customer engagement marketing , 2018 - Springer	
2.	Customer engagement : Contemporary issues and challenges RJ Brodie, LD Hollebeek, J Conduit - 2015 - books.google.com	
3.	Past, present, and future of customer engagement WM Lim, T Rasul, S Kumar, M Ala - Journal of Business Research, 2021 - Elsevier	
4.	Strategic customer engagement marketing : A decision making framework A Alvarez-Milán, R Felix, PA Rauschnabel... - Journal of Business ..., 2018 - Elsevier	
References Books		
1.	Kumar V (2014), Profitable Customer Engagement Concept, Metrics and Strategies, Sage Publications Pvt. Limited, New Delhi, India	
2.	Palmatier, Robert W., Kumar, V., Harmeling, Colleen M. (2018), Customer Engagement Marketing, Palgrav Macmillan, India	
3.	Linda Pophal (2014), The Everything Guide To Customer Engagement: Connect with Customers to Build Trust, Foster Loyalty, and Grow a Successful Business, Adams Media, Massachusetts, USA.	
4.	Roderick J. Brodie, Linda D. Hollebeek and Jodie Conduit (2016), Customer Engagement, Contemporary Issues and Challenges, Routledge	
5.	Engagement Marketing by Goodman Gail F. John Wiley & Sons Inc (2018)	
6.	Customer Engagement Marketing- Robert W. Palmatier, V. Kumar, Colleen M. Harmeling (2018)	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			S	M			S	
CO 2			S					S
CO 3			M					S
CO 4		M			S			M
CO 5				S	S		S	

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912N	Digital Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	Understand the digital marketing space and acquire knowledge on digital marketing strategy										
C2	To learn and comprehend on SEO and SEM										
C3	To acquire knowledge on the various channels of SMM										
C4	To learn, understand, and evaluate Search analytics and Web analytics										
C5	To create awareness and understanding on google analytics										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Digital Marketing Strategy: Digital vs. Traditional marketing- Online marketing space - Significance of digital marketing - Online marketing mix - E-products - STP - E-price - E-Promotion - Affiliate marketing - Online tools for Content Marketing – Market influence analytics in Digital Eco System.							9	C1		
II	SEO:Keyword strategy – SEO strategy – SEO success factors – On page and Off page techniques - Search Engine Marketing (SEM) – Working of Search Engine – SEM Components.							9	C2		
III	Social Media Marketing: Social Media Channels – Email marketing – SMS marketing - Social Media Strategy - Web PR and Online reputation management - Adwords - PPC Advertising - Video SEO - Conversion Optimization Monitoring - trends analysis – dashboards - segmentation - Navigation analysis (funnel reports, heat maps, etc.).							9	C3		
IV	Search and Web Analytics: Search analytics Current trends & challenges - web analytics & Web 2.0, multi-channel marketing management, web mining & predictive analytics - Understanding the key fabric of the Web - Sources of data: clickstream data, online surveys, usability research - Clickstream data collection techniques - web server log analysis - page tagging - Web metrics and Key Performance Indicators (KPIs): simple views, visitor counts, measuring content, engagement, conversions, etc.							9	C4		

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	Framework for mapping business needs to web analytics tasks - Data collection architecture- Introduction to OLAP, Web data exploration and reporting - Introduction to Splunk.		
V	Google Analytics: Key features and capabilities of Google analytics - how Google analytics works - implementing Google analytics - getting up and running with Google analytics - navigating Google analytics - using Google analytics reports - Google metrics - using visitor data to drive website improvement - focusing on key performance indicators- integrating Google analytics with third-party applications.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To examine and explore the role and importance of digital marketing in today’s rapidly changing business environment.	PO1, PO3, PO7	
CO2	To focusses on how digital marketing can be utilised by organisations and how its effectiveness can be measured.	PO1, PO2, PO7, PO8	
CO3	To know the key elements of a digital marketing strategy	PO1, PO3, PO6	
CO4	To study how the effectiveness of a digital marketing campaign can be measured	PO2, PO5, PO7	
CO5	To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.	PO1, PO3, PO8	
Reading List			
1.	M Bala, D Verma - ... (2018). A Critical Review of Digital Marketing ..., 2018 - papers.ssrn.com		
2.	Digital marketing: global strategies from the world's leading experts YJ Wind, V Mahajan - 2002 - books.google.com		
3.	Digital marketing: A practical approach A Charlesworth - 2014 - taylorfrancis.com		
4.	Modern trends in the development of digital marketing NI Arkhipova, MT Gurieva - RSUH/RGGU Bulletin. Series ..., 2018 - ideas.repec.org		
References Books			
1.	Rob Stokes, (2014), e-marketing: The Essential Guide to Digital Marketing, 5th edition, Quirk Education.		
2.	Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer, Kevin Johnston, (2012),		

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	Internet Marketing: Strategy, Implementation and Practice, Prentice Hall.Liana Evans, (2010), Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media, Que Publishing.
3.	Vandana Ahuja, (2015), Digital Marketing, 1st edition, Oxford University Press.
4.	Avinash Kaushik, (2009), Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity.
5.	Rob Stokes, (2014), e-marketing: The Essential Guide to Digital Marketing, 5th edition, Quirk Education.
6.	Rob Stokes, (2014), e-marketing: The Essential Guide to Digital Marketing, 5th edition, Quirk Education.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		M				S	
CO 2	S	S					S	S
CO 3	M		S			S		
CO 4		S			M		S	
CO 5	S		S					S

S-Strong M-Medium L-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912O	Marketing Analytics	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of Marketing analytics.										
C2	To provide insights on Business Strategies.										
C3	To throw light on Product and Price analytics.										
C4	To elucidate on distribution analytics.										
C5	To create awareness and importance of sales analytics.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Marketing Analytics Framework: Introduction to Marketing Analytics and Models. Market Insight - Market Data Source – treatment of outliers, Market sizing, PESTLE Market analysis, Porter Five Force Analysis Market segment identification, targeting and positioning - Tools and Techniques: Regression, Cluster Analysis, and Perceptual Mapping Techniques.							9	C1		
II	Business Strategy and Operations: Analytics based strategy selection with strategic models - Strategic Scenarios, Strategic Decision Models, and Strategic Metrics. Business Operations: Forecasting - Predictive Analytics - Data Mining - Balanced Scorecard - Critical Success Factors.							9	C2		
III	Product and Price Analytics: Product analytics: Conjoint Analysis model - Decision Tree Model - Portfolio Resource Allocation - Product/ service Metrics, Attribute Preference testing. Price Analytics: Pricing Techniques - Pricing Assessment - Profitable pricing - Pricing for Business Markets - Price Discrimination.							9	C3		
IV	Distribution and Promotions Analytics: Distribution Analytics: Distribution Channel Characteristics - Retail Location selection, Channel Evaluation and Selection - Multi-channel Distribution. Promotion Analytics: Promotion Budget estimation - Promotion Budget Allocation – Ad value equivalence							9	C4		

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	model - Promotion Metrics for traditional Media - Promotion Metrics for social media.							
V	Sales Analytics: E commerce sales model, sales metrics, profitability metrics and support metrics - Rapid decision models - data driven presentations - contemporary issues and opportunities in application of marketing analytics in different sectors.	9	C5					
	Total	45						
Course Outcomes								
Course Outcomes	On completion of this course, students will;	Program Outcomes						
CO1	Understand the basic concepts of Marketing analytics.	PO1, PO3, PO7						
CO2	Analyse and Implement Business Strategies.	PO1, PO2, PO7, PO8						
CO3	Use differential Product and Price analytics.	PO1, PO3, PO6						
CO4	Compare and employ on distribution analytics.	PO2, PO5, PO7						
CO5	Use appropriate sales analytics.	PO1, PO3, PO8						
Reading List								
1.	Marketing analytics: Methods, practice, implementation, and links to other fields SL France, S Ghose - Expert Systems with Applications, 2019 - Elsevier							
2.	Marketing analytics for customer engagement: a viewpoint S Nagaraj - International Journal of Information Systems and Social ..., 2020 - igi-global.com							
3.	Journal of Marketing Analytics - Palgrave Macmillan							
4.	Applied Marketing Analytics Henry Stewart Publications							
References Books								
1.	Stephen Sorger, (2013), MARKETING ANALYTICS, Strategic Models and Metrics, First Edition, Admiral Press.							
2.	Gary L. Lilien and Arvind Rangaswamy (2014), Marketing Engineering: Computer Assisted Marketing Analysis and Planning, 2 nd edition, Trafford Publishing UK.							
3.	Wayne L. Winston (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, First Edition, Wiley, Indianapolis.							
4.	Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2010), Marketing Metrics, 2nd Edition, Pearson USA.							
5.	Mike Grigsby (2018), Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, 2nd Edition, NY: Kogan Page Limited, New York.							
6.	Rajkumar Venkatesan, Paul W. Farris, Ronald T. Wilcox, Marketing Analytics Essential Tools for Data-Driven Decisions, University of Virginia Press, 1st Edition, 2021.							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		2				3	
CO 2	3	3					3	3
CO 3	2		3					3
CO 4		3			2		3	

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CO 5	3		3					3
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3-Strong 2-Medium 1-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912P	Marketing Metrics	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To understand market share and concept of customer profitability.										
C2	To provide fundamental knowledge on product and portfolio management.										
C3	To understand the Margins & Profits, Pricing Metrics, price sensitivity.										
C4	To provide fundamental knowledge on promotional and Advertising metrics										
C5	To expose the students to Linking marketing metrics to financial performance										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Market Share and Customer Profitability: Market share: Share of Mind, Share of Heart -Market share in Units – Market share in Revenue, Relative Share - Competitive analysis - Market Concentration - Market Penetration – BDI-CDI. Customer Profitability - the value of individual customers and Relationships - Customers Regency and Retention. Prospect Value - Average acquisition cost - Average retention cost.							9	C1		
II	Product & Portfolio Management: Trial, Repeat, Penetration, and Volume Projections ,Growth: Percentage and Compound Annual Growth Rate, Cannibalization Rates and Fair Share Draw - Brand equity metrics -Conjoint utilities and consumer projections - Segment utilities - Conjoint utilities and volume projections.							9	C2		
III	Margins & Profits, Pricing Metrics: Unit Margin-Margin percentage - Channel Margins - Average Price per unit - Price per statistical unit - Variable and fixed costs-Marketing spending- Contribution per unit- Contribution margin percentage - Break even sales - Target volume - Target revenues. Price sensitivity and optimization - setting prices to maximize profits - Price Premium, Reservation Price, Percent Good Value- Price elasticity of demand -							9	C3		

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	optimal price - residual elasticity		
IV	Promotions and Advertising Metrics: Promotion Metrics: Temporary price promotions - Baseline Sales, Incremental Sales, and Promotional Lift - Redemption Rates for Coupons / Rebates. The central measures of advertising coverage and effectiveness - Model for consumer response to advertising – Advertising Metrics: Impressions, Gross Rating Points, and Opportunities to See Cost per Thousand Impressions (CPM) Rates. Reach/Net Reach and Frequency. Share of Voice Impressions	9	C4
V	Sales force and Channel Management: Linking marketing metrics to financial performance – Workload - Sales potential forecast - Total sales force effectiveness - Sales force organization, performance, and compensation. Distribution coverage and logistics. Sales Force Coverage, Sales Force Goals. Sales Force Results. Sales Force Compensation. Facings and Share of Shelf Out of Stock and out-of-Service Levels - Direct product profitability – GMROI - Net profit-Return on sales-Return on investment - Economic profits – EVA – payback – NPV – IRR – ROMI - Application of marketing metrics in organizations.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Able to understand market share and concept of customer profitability.	PO1, PO3, PO6, PO8	
CO2	Become familiar with fundamental knowledge on product and portfolio management.	PO2, PO5, PO6,	
CO3	Able understand the Margins & Profits, Pricing Metrics, price sensitivity.	PO1, PO3, PO5, PO7	
CO4	Become familiar fundamental knowledge on promotional and Advertising metrics	PO2, PO5, PO6, PO7	
CO5	Become familiar about Linking marketing metrics to financial performance	PO1, PO3, PO5, PO7, PO8	
Reading List			
1.	Key marketing metrics: the 50+ metrics every manager needs to knowP Farris, N Bendle, P Pfeifer, D Reibstein - 2017 - books.google.com		
2.	Content marketing metrics: Theoretical aspects and empirical evidence		

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	E Rancati, N Gordini - European Scientific Journal, 2014 - core.ac.uk
3.	Marketing metrics: The definitive guide to measuring marketing performance PW Farris, N Bendle, PE Pfeifer, D Reibstein - 2010 - books.google.com
4.	Marketing metrics:: Status of six metrics in five countries P Barwise, JU Farley - European Management Journal, 2004 - Elsevier
References Books	
1.	Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2010), Marketing Metrics, 2nd Edition, Pearson USA.
2.	Stephen Sorger, (2013), MARKETING ANALYTICS, Strategic Models and Metrics, First Edition, Admiral Press.
3.	Gary L. Lilien and Arvind Rangaswamy (2014), Marketing Engineering: Computer-Assisted Marketing Analysis and Planning, Trafford Publishing UK
4.	Wayne L. Winston (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, Indianapolis.
5.	Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service, John A Goodman, Amacom, 2014.
6.	Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2010), Marketing Metrics, 2nd Edition, Pearson USA.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		3			3		2
CO 2		2			3	3		
CO 3	3		3		2		2	
CO 4		3			2	2	3	
CO 5	3		2		3		3	2

3-Strong 2-Medium 1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912Q	New Product Strategies	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students to the basic concepts of New Product Strategy										
C2	To provide insights on Generation of new product ideas and identifying new market opportunities										
C3	To throw light on Selecting Market opportunity and Designing new market offers										
C4	To elucidate on Brand identity development										
C5	To hypothesize and implement new product Entry Strategies										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Basics of New Product Strategy: New Product Strategy-decisions- consumer behavior adoption and diffusion of innovations; characteristics, purpose, risk in new products; PLC.							9	C1		
II	Idea Generation and Development: Generation of new product ideas and identifying new market opportunities, New Product Planning Process-stage gate system and its application.							9	C2		
III	The Product offer: Selecting Market opportunity and Designing new market offers-Concept Generation and Evaluation, Developing and Testing Physical offers.							9	C3		
IV	New Product Brand Development and Pricing Strategies: Importance of Brand decisions and Brand identity development; Pricing of a new product, Pre-test Marketing.							9	C4		
V	New Product Launch: Entry Strategies - Pre-launch, during launch and Post launch preparations.							9	C5		
	Total							45			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Be familiar with the basic concepts of New Product Strategy							PO1, PO3, PO7			
CO2	Be well versed in Generation of new product ideas and identifying new market opportunities							PO1, PO2, PO7, PO8			

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CO3	Select Market opportunities and Designing new market offers	PO1, PO3, PO6
CO4	Develop Brand identity development	PO2, PO5, PO7
CO5	Hypothesize and implement new product Entry Strategies	PO1, PO3, PO8
Reading List		
1.	Product Strategy & Roadmaps, Kindle Edition, 2017	
2.	Roman Picher, Strategize: Product Strategy and Product Roadmap Practices for the Digital Age, Kindle Edition, 2016	
3.	Journal of Product Innovation, 2004 - Wiley Online Library	
4.	Industrial Marketing Management, 2009 - Elsevier	
References Books		
1.	Ulrich, Karl, Eppinger, Steven, (2012), Product Design and Development, 5th edition, McGraw-Hill.	
2.	Crawford, Merle, Di Benedetto, Anthony, (2014), New Products Management, 11 th edition, McGraw-Hill.	
3.	Robert G.Cooper, (2011), Winning at New Products, Creating Value through Innovation, 4 th edition, Basic Book, Perseus Books Group.	
4.	Bettencourt, Lance, (2010), Service Innovation: How to Go from Customer Needs to Breakthrough Services, McGraw-Hill.	
5.	Jaime Levy (2021), UX Strategy: Product Strategy Techniques for Devising Innovative Digital Solutions, O'Reilly Media, Inc.	
6.	Ulrich, Karl, Eppinger, Steven, (2012), Product Design and Development, 5th edition, McGraw-Hill.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		2				3	
CO 2	3	3					3	3
CO 3	2		3					3
CO 4		3			2		3	
CO 5	3		3					3

3-Strong 2-Medium 1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E912R	Strategic Marketing	Elective	3	-	-	-	3	45	25	75	100
Course Objectives											
C1	To learn fundamentals of strategic marketing										
C2	To have understanding about external environmental analysis										
C3	To know about strategic marketing advantage										
C4	To have insights about market resource allocation and customer value										
C5	To get familiar about implementation and contemporary issues in marketing strategy										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Strategic Marketing: Fundamentals of Marketing Strategy - Market scope - competitive advantage - strategic target and strategic advantage - consumer and business markets.							9	C1		
II	External environmental analysis: Political, economic, socio cultural, technological forces and strategic uncertainty in marketing. Analysis of effects Scenario analysis and forecasting for marketing.							9	C2		
III	Strategic marketing advantage: Strategic marketing group analysis – Types of Strategic marketing group - Strategic marketing group mapping - positional advantage and sources of advantage in marketing – Creating and Challenging Competitive Advantage – Creating Corporate Advantage.							9	C3		
IV	Marketing Resource allocation and customer value: Meaning – Types and Principles of Resource allocation models – Allocation between advertising and sales promotion – Allocation to new media - Allocation across markets and countries – Allocation to future research issues - Portfolio methods used for product market combination for different SBUs.							9	C4		
V	Implementation issues in marketing strategy and Contemporary Issues: Marketing mix policies, control, implementation and marketing organization issues. Effect of current digital era on marketing							9	C5		

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	strategy.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcome	
CO1	Understand fundamentals of strategic marketing	PO1, PO3, PO7	
CO2	Learn and understand about external environmental analysis	PO1, PO2, PO7, PO8	
CO3	Having knowledge about strategic marketing advantage	PO1, PO3, PO6	
CO4	Derive insights about market resource allocation and customer value	PO2, PO5, PO7	
CO5	Familiar about implementation and contemporary issues in marketing strategy	PO1, PO3, PO8	
Reading List			
1.	D. W. Cravens, N Piercy, Strategic marketing, academia.edu, 2006		
2.	RMS Wilson, C Gilligan Strategic Marketing Management, taylorfrancis.com, 2012		
3.	Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premisesR Varadarajan - Journal of the Academy of Marketing Science, 2010 – Springer		
4.	Journal of Strategic Marketing, Taylor & Francis,		
References Books			
1.	Ferrell, O. C., & Speh, T. W. (2017). Marketing Strategy, Loose-Leaf Version. Cengage Learning.		
2.	West, D. C., Ford, J., & Ibrahim, E. (2015). Strategic marketing: creating competitive advantage. Oxford University Press, USA.		
3.	Andaleeb, S. S., & Hasan, K. (Eds.). (2016). Strategic marketing management in Asia: case studies and lessons across industries. Emerald Group Publishing Limited.		
4.	Abratt, R., & Bendixen, M. (2018). Strategic Marketing: Concepts and Cases. Routledge		
5.	Morgan, R. E. (2016). Strategic marketing: New horizons in theory and research. J. Rudd, M. Jaakkola, & G. W. Marshall (Eds.). Emerald Group Publishing Limited.		
6.	Ferrell, O. C., & Speh, T. W. (2017). Marketing Strategy, Loose-Leaf Version. Cengage Learning.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		2				3	
CO 2	3	3					3	3
CO 3	2		3					3
CO 4		3			2		3	
CO 5	3		3					3

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3-Strong 2-Medium 1-Low