

Appendix -A

**COURSE AND EXAMINATION SCHEME
POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT
(PGDMM)
ONE YEAR PG DIPLOMA COURSE IN THE FACULTY OF COMMERCE**

Sr. No.	Subject	Course Scheme			No.of Credits	Examination Scheme							
		L	T	P		Maximum Marks				Minimum Passing Marks			
						ESE	P	IA	Total	ESE	P	IA	Total
1.	Principles and practice of Marketing	04			5	80		20	100	32		08	40
2.	Economics of Marketing	04			5	80		20	100	32		08	40
3.	Marketing Research & Planning	04			6	80		20	100	32		08	40
4.	Sales Management & Promotion	04			5	80		20	100	32		08	40
5.	Seminar				4		50		50		20		20
6.	Project				15		E-75 I-75		150		E-30 I-30		60
	Total	16			40	320	200	80	600	128	80	32	240

*Note: L –Lecture T-Tutorial P- Practical IA-Internal assessment EYE: End Year Exam , E= External Examiner, I- Internal Examiner

POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)

Paper – I

Principles & Practice of Marketing

Unit – I Strategic marketing principles , Preparation of marketing and business plans

Unit – II Fast moving consumer goods marketing , Consumer Durables marketing .

Unit –III Service marketing

Unit –IV Internet marketing - Direct marketing, Event & Media marketing

Reference Text :

1. Marketing Management - Kotler, Keller, Koshi & Jha – 14th edition – perarson.
2. Basic Marketing, 13th edition, Perrault and McCarthy – Mcgraw Hill India
3. Marketing Management – Indian Context Dr. Rajan Saxena – McGraw Hill India
4. Marketing Management – Ramaswamy & Namkumari - Mcmillan

Paper – II
Economics of Marketing

Unit- I: Definition and Scope

Definition of marketing, Evaluation of marketing concept, Marketing and Economic Developments.

Unit- II: Market Structures

Structure of marketing, Meaning and factors influencing consumer behaviour, buying motives, Buyer decision process, Business buying behaviour, Customer value and customer satisfaction. Customer relationship marketing.

Unit- III: Marketing Strategy

Marketing mix, Meaning and importance, Product planning and developments-PLC product mix branding-Brand equity-packaging-labelling-marketing of services-pricing and price policy, Distribution policy-Functions of distribution channel, Marketing promotion and Marketing research, advertisement, sales promotion, marketing information system.

Unit- IV: Global Marketing

Driving forces in Global marketing, products strategies for global market. Marketing strategies for rural markets..

References:

1. Michel.J.Baker – Marketing – An Introductory Text, Macmillan Press- 1979
2. Michal.J.Baker: Marketing Theory & Practice (Ed), Marvellous Press Limited. – 1976
3. Cotter Kevin and Koshi – Marketing Management, Pearson Education, Delhi-2007

Paper – III
Marketing Research & Planning

Unit I Role and value of market research in marketing (framework)

Unit –II Data analysis — Tabulation, SPSS applications data base, testing for association
Multivariate techniques — Interdependence techniques: Factor/ cluster analysis; Dependence
analysis: discriminate analysis; combination with cluster analysis: conjoint analysis.

Unit –III Applications of MR in consumer research, advertising, test marketing, Usage altitude
studies, Television viewer ship surveys; Media effectiveness study: Annual readership survey of print
media etc.

Unit –IV Report preparation and presentation; interpretation of MR reports; how to read ORG
Nielsen's store audit report , Brand tracking study

Reference Text

1. Marketing Research —Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)
2. Marketing Research Text & Cases — (Wrenn, Stevens, Loudon Jaico publication)
3. Marketing Research Essentials — McDaniels & Gates (3rd edition SW college Publication)
4. Marketing Research — Aaker, Kumar, Day (7th edition John Wiley & Sons)
5. Marketing Research — Burns , Alvin, Bush Ronald (3rd Prentice Hall)
6. Raiendra Nargundkar : Marketing Research (Macmillan)
7. S L Gupta Marketing Research (Excel Books)

Paper – IV

Sales Management & Promotion

Unit – I Sales Organization and its evaluation - Job and role of Sales Management in Organizations, The Selling functions — The importance of systems selling in contemporary environment. Selling of services as opposed to selling of tangible products — selling process.

Unit – II Sales -management Planning- — Sales Management -Information Systems, Sales Management Planning — Forecasting, Sales Budgeting and Planning quotas, Manpower Planning for the sales organization for and development of sales organization

Unit – III Time and Territory Management — Territory Planning, establishing and revising territories, bases of territory design, methods of territory design including computer models, assigning sales people to territories route planning and territory coverage.

Unit –IV Sales promotion strategies to integrate below the line promotion into the communication mix. — process of researching, planning and setting goals , to measure and test the effectiveness of -Planning and designing sales promotion Programme with specific reference to sales contests, trade-in discounts, coupons etc.

Reference Book :

1. Sales management — Still , Cundiff & Govani Prer lice Hall India
2. Professional Sales Management—Anderson , Hair & Bush Tata McGraw Hill
3. .Management o sales force — Stanton - Spiro McGraw Hill International
4. Sales Management — Futrell 6th edition Thomson South Western