



MU BMS MARKETING Sem 4 syllabus

Integrated Marketing Communication

Integrated Marketing Communication

Introduction to Integrated Marketing Communication

- Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC.
- Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing
- Communication process, Traditional and alternative Response Hierarchy Models
- Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.

Elements of IMC - I

- Advertising - Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.
- Sales promotion - Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.

Elements of IMC - II

- Direct Marketing - Role of direct marketing in IMC, Objectives of Direct

Marketing, Components for Direct Marketing, Tools of Direct Marketing -
direct mail, catalogues, direct response media, internet, telemarketing,
alternative media evaluation of effectiveness of direct marketing
• Public Relations and Publicity - Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR, Managing PR - Planning, implementation, evaluation and Research, Publicity, Sponsorship - definition, Essentials of good sponsorship, event sponsorship, cause sponsorship
• Personal Selling - Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling

Evaluation & Ethics in Marketing Communication

• Evaluating an Integrated Marketing program - Evaluation process of IMC -
Message Evaluations, Advertising tracking research - copy testing - emotional reaction test, cognitive Neuro science - online evaluation, Behavioural Evaluation - sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate
Test Markets - competitive responses, scanner data, Purchase simulation tests
• Ethics and Marketing communication - stereotyping, targeting vulnerable customers, offensive brand messages - legal issues - Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices
• Current Trends in IMC - Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.

Rural Marketing

Unit - 1 Introduction

- Introduction to Rural Market, Definition & Scope of Rural Marketing.
- Rural Market in India-Size & Scope, Rural development as a core area, Efforts put for Rural development by government (A brief Overview).

- Emerging Profile of Rural Markets in India,
- Problems of rural market.
- Constraints in Rural Marketing and Strategies to overcome constraints

Unit - 2 Rural Market

- Rural Consumer Vs Urban Consumers- a comparison.
- Characteristics of Rural Consumers.
- Rural Market Environment:
 - a) Demographics- Population, Occupation Pattern, Literacy Level;
 - b) Economic Factors-Income Generation, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Market Index; Land Use Pattern,
 - c) Rural Infrastructure -Rural Housing, Electrification, Roads
- Rural Consumer Behaviour: meaning, Factors affecting Rural Consumer Behaviour-Social factors, Cultural factors, Technological factors, Lifestyle, Personality.

Unit - 3 Rural Marketing Mix

- Relevance of Marketing mix for Rural market/Consumers.
- Product Strategies, Rural Product Categories-FMCGs, Consumer Durables, Agriculture Goods & Services; Importance of Branding, Packaging and Labelling.
- Nature of Competition in Rural Markets, the problem of Fake Brands
- Pricing Strategies & objectives
- Promotional Strategies. Segmentation, Targeting & Positioning for rural market.

Unit - 4 Rural Marketing Strategies

- Distribution Strategies for Rural consumers.

Channels of Distribution- HAATS, Mandis, Public Distribution System, Co-operative society, Distribution Models of FMCG, Companies HUL, ITC etc.

Distribution networks, Ideal distribution model for rural markets
(Case study based)

- Communication Strategy.

Challenges in Rural Communication, Developing Effective Communication, Determining Communication Objectives, Designing the

Message, Selecting the Communication Channels. Creating Advertisements for Rural Audiences.

Rural Media- Mass media, Non-Conventional Media, Personalized media;

Production and Total Quality Management

UNIT - 1 Production Management

Production Management

- Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems.
- Product Development, Classification and Product Design.
- Plant location & Plant layout– Objectives, Principles of good product layout, types of layout.
- Importance of purchase management.

UNIT - 2 Materials Management

• Materials Management:

Concept, Objectives and importance of materials management

Various types of Material Handling Systems.

• Inventory Management:

Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML.

EOQ: Assumptions limitations & advantages of Economic Order Quantity,

Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock.

UNIT - 3 Basics Of Productivity & TQM

• Basics Of Productivity & TQM:

Concepts of Productivity, modes of calculating productivity.

Importance

Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby's philosophy.

• Product & Service Quality Dimensions, SERVQUAL

Characteristics of Quality, Quality Assurance, Quality Circle :

Objectives

Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations.
Simple
numerical on productivity

UNIT - 4 Quality Improvement Strategies & Certifications

• Quality Improvement Strategies & Certifications:
Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma
features, Enablers, Goals, DMAIC/DMADV.
TAGUCHI'S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000.
Malcolm
Baldrige National Quality Award (MBNQA), Deming's Application
Prize.

Business Research Methods

Unit - 1 Introduction to business research methods

• Meaning and objectives of research
• Types of research- a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific & Social e) Historical f) Exploratory g) Descriptive h) Causal
• Concepts in Research: Variables, Qualitative and Quantitative Research
• Stages in research process.
• Characteristics of Good Research
• Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources.
• Research design- Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal.
• Sampling-
a) meaning of sample and sampling,
b) methods of sampling-i) Non Probability Sampling- Convenient, Judgment, Quota, Snow ball
ii) Probability- Simple Random, Stratified, Cluster, Multi Stage.

Unit - 2 Data collection and Processing

• Types of data and sources-Primary and Secondary data sources
• Methods of collection of primary data

- a) Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets)
- b) Experimental i) Field ii) Laboratory
- c) Interview - i) Personal Interview ii) focused group, iii) in- depth interviews - Method,
- d) Survey- Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.
- e) Survey instrument- i) Questionnaire designing.
- f) Types of questions- i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.
- f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale

Unit - 3 Data analysis and Interpretation

- Processing of data- i) Editing- field and office editing, ii) coding- meaning and essentials, iii) tabulation - note
- Analysis of data-Meaning, Purpose, types.
- Interpretation of data-Essentials, importance and Significance of processing data
- Multivariate analysis- concept only
- Testing of hypothesis- concept and problems- i) chi square test, ii) Zandt-test (for large and small sample)

Unit - 4 Advanced techniques in Report Writing

- Report writing - i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography
- Ethics and research
- Objectivity, Confidentiality and anonymity in Research
- Plagiarism

Information Technology in Business Management-II

Unit - 1 Management Information System

- Overview of MIS
- Definition, Characteristics

- Subsystems of MIS (Activity and Functional subsystems)

- Structure of MIS

- Reasons for failure of MIS.

- Understanding Major Functional Systems

Marketing & Sales Systems

Finance & Accounting Systems

Manufacturing & Production Systems

Human Resource Systems

Inventory Systems

- Sub systems, description and organizational levels

- Decision support system

Definition

Relationship with MIS

- Evolution of DSS, Characteristics, classification, objectives, components,

applications of DSS

Unit - 2 ERP/E-SCM/E-CRM

- Concepts of ERP

- Architecture of ERP

Generic modules of ERP

- Applications of ERP

- ERP Implementation concepts

ERP lifecycle

- Concept of XRP (extended ERP)

- Features of commercial ERP software

Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft

- Concept of e-CRM

E-CRM Solutions and its advantages, How technology helps?

- CRM Capabilities and customer Life cycle

Privacy Issues and CRM

- Data Mining and CRM

CRM and workflow Automation

- Concept of E-SCM

Strategic advantages, benefits

E-SCM Components and Chain Architecture

- Major Trends in e-SCM

- Case studies ERP/SCM/CRM

Unit - 3 Introduction to Data base and Data warehouse

- Introduction to DBMS

Meaning of DBMS, Need for using DBMS. Concepts of tables, records,

attributes, keys, integrity constraints, schema architecture, data independence.

- Data Warehousing and Data Mining

Concepts of Data warehousing,

Importance of data warehouse for an organization

Characteristics of Data warehouse

Functions of Data warehouse

Data warehouse architecture

Business use of data warehouse

Standard Reports and queries

- Data Mining

The scope and the techniques used

- Business Applications of Data warehousing and Data mining

Unit - 4 Outsourcing

- Introduction to Outsourcing

Meaning of Outsourcing, Need for outsourcing

Scope of Outsourcing.

Outsourcing : IT and Business Processes

- Business Process Outsourcing (BPO)

Introduction

- BPO Vendors

How does BPO Work?

BPO Service scope

Benefits of BPO

BPO and IT Services

Project Management approach in BPO

BPO and IT-enabled services

- BPO Business Model

Strategy for Business Process Outsourcing

Process of BPO

ITO Vs BPO

- BPO to KPO

Meaning of KPO

KPO vs BPO

KPO : Opportunity and Scope

KPO challenges

KPO Indian Scenario

- Outsourcing in Cloud Environment

Cloud computing offerings

- Traditional Outsourcing Vs. Cloud Computing

Foundation Course-IV

Unit - 1 Introduction to Ethics and Business Ethics

- Ethics:

Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial

Importance of Ethics, Objectives, Scope, Types - Transactional, Participatory and Recognition

- Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics

Towards Society and Stakeholders, Role of Government in Ensuring Business

Ethics

Principles of Business Ethics, 3 Cs of Business Ethics - Compliance, Contribution and Consequences

Myths about Business Ethics

Ethical Performance in Businesses in India

Unit - 2 Ethics in Marketing, Finance and HRM

- Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing

Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and

Types of Unethical Advertisements

- Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial

Manager - Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation,

Corporate Crime - White Collar Crime and Organised Crime, Major Corporate

Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury

Committee Report, 1992

- Ethics in Human Resource Management: Importance of Workplace Ethics,

Guidelines to Promote Workplace Ethics, Importance of Employee Code of

Conduct, Ethical Leadership

Unit - 3 Corporate Governance

- Concept, History of Corporate Governance in India, Need for Corporate

Governance

- Significance of Ethics in Corporate Governance, Principles of Corporate

Governance, Benefits of Good Governance, Issues in Corporate Governance

- Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory
- Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading

Unit - 4 Corporate Social Responsibility (CSR)

- Meaning of CSR, Evolution of CSR, Types of Social Responsibility
- Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract
- Need for CSR
- CSR Principles and Strategies
- Issues in CSR
- Social Accounting
- Tata Group's CSR Rating Framework
- Sachar Committee Report on CSR
- Ethical Issues in International Business Practices
- Recent Guidelines in CSR
- Society's Changing Expectations of Business With Respect to Globalisation
- Future of CSR

Business Economics-II

Unit - 1 Introduction to Macroeconomic Data and Theory

- Macroeconomics: Meaning, Scope and Importance.
- Circular flow of aggregate income and expenditure: closed and open economy models
- The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.
- Short run economic fluctuations : Features and Phases of Trade Cycles
- The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output

Unit - 2 Money, Inflation and Monetary Policy

- Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money
- Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest
- Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach
- Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.
- Monetary policy : Meaning, objectives and instruments, inflation targeting

Unit - 3 Constituents of Fiscal Policy

- Role of a Government to provide Public goods- Principles of Sound and Functional Finance
- Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy
- Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance
- Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.

Unit - 4 Open Economy : Theory and Issues of International Trade

- The basis of international trade :Ricardo's Theory of comparative cost advantage - The Heckscher - Ohlin theory of factor endowments- terms of trade - meaning and types
- Factors determining terms of trade - Gains from trade - Free trade versus protection
- Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational

corporations

- Balance of Payments: Structure -Types of Disequilibrium - Measures to correct

disequilibrium in BOP.

- Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange -

Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed

flexibility

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