

MU BMS MARKETING Sem 5 syllabus

Service Marketing

Service Marketing

Unit 1 - Introduction of Services Marketing

- Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services
- Role of Services in Modern Economy, Services Marketing Environment
- Goods vs Services Marketing, Goods Services Continuum
- Consumer Behaviour, Positioning a Service in the Market Place
- Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty
- Type of Contact: High Contact Services and Low Contact Services
- Sensitivity to Customers' Reluctance to Change

Unit 2 - Key Elements of Services Marketing Mix

- The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting
- Branding of Services - Problems and Solutions
- Options for Service Delivery

Unit 3 - Managing Quality Aspects of Services Marketing

- Improving Service Quality and Productivity
- Service Quality - GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality
- The SERVQUAL Model
- Defining Productivity - Improving Productivity

- Demand and Capacity Alignment

Unit 4 - Marketing of Services

- International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing
- Factors Favouring Transnational Strategy
- Elements of Transnational Strategy
- Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry
- Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector

Sales and Distribution Management

Sales and Distribution Management

Unit 1 - Introduction

- a) Sales Management:
Meaning, Role of Sales Department, Evolution of Sales Management
Interface of Sales with Other Management Functions
Qualities of a Sales Manager

Sales Management: Meaning, Developments in Sales Management- Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling.

Structure of Sales Organization - Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure

- b) Distribution Management:
Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels.
- c) Integration of Marketing, Sales and Distribution

Unit 2 - Market Analysis and Selling

- a) Market Analysis:
Market Analysis and Sales Forecasting, Methods of Sales

Forecasting

Types of Sales Quotas - Value Quota, Volume Quota, Activity Quota, Combination Quota

Factors Determining Fixation of Sales Quota

Assigning Territories to Salespeople

b) Selling:

Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing

Theories of Selling - Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory

Selling Skills - Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill

Selling Strategies - Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy

Difference Between Consumer Selling and Organizational Selling

Difference Between National Selling and International Selling

Unit 3 - Distribution Channel Management

- Management of Distribution Channel - Meaning & Need
 - Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler
 - Choice of Distribution System - Intensive, Selective, Exclusive
 - Factors Affecting Distribution Strategy - Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost
 - Factors Affecting Effective Management Of Distribution Channels
- Channel Design
Channel Policy
Channel Conflicts: Meaning, Types - Vertical, Horizontal, Multichannel, Reasons for Channel Conflict
Resolution of Conflicts: Methods - Kenneth Thomas's Five Styles of Conflict Resolution
Motivating Channel Members
Selecting Channel Partners
Evaluating Channels
Channel Control

Unit 4 - Performance Evaluation, Ethics and Trends

a) Evaluation & Control of Sales Performance:

Sales Performance – Meaning

Methods of Supervision and Control of Sales Force

Sales Performance Evaluation Criteria- Key Result Areas (KRAs)

Sales Performance Review

Sales Management Audit

b) Measuring Distribution Channel Performance:

Evaluating Channels- Effectiveness, Efficiency and Equity

Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit

c) Ethics in Sales Management

d) New Trends in Sales and Distribution Management

Corporate Communication & Public Relations

Corporate Communication & Public Relations

Unit 1 - Foundation of Corporate Communication

a) Corporate Communication: Scope and Relevance

Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario

b) Keys concept in Corporate Communication

Corporate Identity: Meaning and Features, Corporate Image:

Meaning, Factors Influencing Corporate Image, Corporate

Reputation: Meaning, Advantages of Good Corporate Reputation

c) Ethics and Law in Corporate Communication

Importance of Ethics in Corporate Communication, Corporate

Communication and Professional Code of Ethics, Mass Media Laws:

Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI

Unit 2 - Understanding Public Relations

a) Fundamental of Public Relations:

Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business

b) Emergence of Public Relations:

Tracing Growth of Public Relations, Public Relations in India,

Reasons for Emerging International Public Relations

c) Public Relations Environment:

Introduction, Social and Cultural Issues, Economic Issues, Political

Issues, Legal Issues

d) Theories used in Public Relations:

Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory

Unit 3 - Functions of Corporate Communication and Public Relations

a) Media Relations:

Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations

b) Employee Communication:

Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications

c) Crisis Communication:

Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building

d) Financial Communication:

Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising

Unit 4 - Emerging Technology in Corporate Communication and Public Relations

a) Contribution of Technology to Corporate Communication

Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS)

b) Information Technology in Corporate Communication

Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation

c) Corporate Blogging

Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog

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