



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: Consumer Behaviour

<b>Course Code:</b> MBA-DE-501	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>The course will enable students to examine the role of psychological, social, and cultural factors in shaping consumer behaviour.</i>	
<b>Course Outcomes: After attending the course, the student should be able to:</b> <ul style="list-style-type: none"> <li>• <i>Understand and apply concepts related to consumer decision-making process, consumer motivation, and perception in the context of consumer behaviour.</i></li> <li>• <i>Develop an understanding of the relationship between personality traits, consumer attitudes, group dynamics, and family influences on consumer decision making.</i></li> <li>• <i>Gain insights into the social and cultural factors that shape consumer choices and preferences.</i></li> <li>• <i>Gain an understanding of different models and framework in analyzing and predicting consumer behaviour</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision- compensatory decision rule, conjunctive decision, rule, Lexicographic rule, disjunctive rule; post-purchase evaluation; Levels of Consumer Decision Making. Consumer Motivation, Perception, Elements of Perception, Dynamics of Perception.	
<b>Unit II:</b> Personality- Traits and Marketing Strategy, Theory of self-images; Role of self-consciousness. Consumer Attitudes: Formation of attitudes; Tri-component model. Group Dynamics & consumer reference groups, Family and Consumer Behaviour: Consumer socialisation process; consumer roles within a family; purchase influences and role played by children; family life cycle.	
<b>Unit III:</b> Social Class & Consumer behaviour: Determinants of social class; characteristics of social class. Culture & Consumer Behaviour: Characteristics of culture; core values held by society & their influence on consumer behaviour; introduction to sub-cultural & cross-cultural influences.	
<b>Unit IV:</b> Diffusion and adoption of Innovations. Adoption Process: Stages, categories of adopters. Post Purchase Processes, Customer Satisfaction, and customer commitment: Post purchase dissonance, Product disposition. Models of consumer behavior- Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Model.	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Encourage students to interact with individuals from the chosen cultural group, observe their behaviours, and gain insights into their choices and preferences.</li> <li>2. Ask students to reflect on their experiences and write a reflective essay or create a presentation summarizing their observations and key cultural factors influencing consumer behaviour.</li> </ol>	



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### Suggested Readings:

1. Schiffman, L. G., & Kanuk, L. L. (2022). *Consumer Behavior*. Upper Saddle River, NJ: Prentice Hall. USA.
2. Majumdar, R. (2021) *Consumer Behaviour: Insights from Indian Market*. PHI Learning Pvt. Ltd. India.
3. Solomon, M. R. (2022). *Consumer Behaviour - Buying, Having and Being*. Pearson Education India.
4. Mothersbaugh, D., Hawkins, D., Kleiser., S. B., & Best, R. (2020). *Consumer Behavior: Building Marketing Strategy*, Mc Graw Hill. USA.

**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: Advertising Management

<b>Course Code:</b> MBA-DE-502	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To acquaint the students with concepts, and provide hands on training to them for developing an effective advertising Programme.</i>	
<b>Course Outcomes: After attending the course, the student should be able to:</b> <ul style="list-style-type: none"> <li>• <i>Develop understanding regarding the role of advertising agencies and other regulatory bodies in marketing of products and services.</i></li> <li>• <i>Understand the utilization of various communication models for developing effective advertising strategies.</i></li> <li>• <i>Understand the role of creativity in advertising</i></li> <li>• <i>To appreciate the different types of media choices we have today and choose the best one.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Advertising - Definition, Classification ,Origin, Development and Role; Types of Advertising; Customer Behavior and Advertising - Segmentation, Motivation analyses, and Value Proposition; Integrated Marketing Communication; The structure of the Advertising World - Advertisers, Advertising Agencies, Media Companies and other organizations; Economic, Social, Ethical and Regulatory aspects of advertising. Role of ASCI and other regulatory bodies.	
<b>Unit II:</b> Communication Models in Advertising - Basic Communication Model, Traditional Communication Response Hierarchy Models, Consumer Involvement, The FCB Planning model, Kim Lord. Model, Elaboration Likelihood Model, Wilbur Schramm’s Model, Two Step Flow of Communication, Theory of Cognitive Dissonance and Clues for Advertising Strategists; Campaign Making Three Phases of Campaign Creation, Steps of Effective Advertising, Understanding Campaigns.	
<b>Unit III:</b> Setting the Advertising Objective, Sales vs Communication Objective, DAGMAR Approach; Message - Headlines, Copy, Logo, Illustration, Appeal and Layout; Styles and Stages in Advertising Copy Creation- Copy (Pre-) Testing methods and measurements; Role of Creativity in Advertising; Relevance of Brand Positioning & USP; Advertising Appeals; Testimonials & Celebrity Endorsement; Setting Advertising Budget.	
<b>Unit IV:</b> Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity ; The Internet as an Advertising Medium -(Websites, Search Engine Marketing, Blogs & Community, Social Media, Mobile Advertising); Measuring Impact of Advertisements - Audience Measurement, Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Tracking Website visits, page views, hits, and click-stream analysis; Using Indexes (Brand Development Index & Category Development Index)	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Group projects about advertisement development.</li> <li>2. Cases studies regarding different scenarios of advertisement budgeting and ethical issues, media selection etc.</li> <li>3. Role plays to show various ads developed for different situations.</li> </ol>	



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### **Suggested Readings:**

1. Belch M A and Belch G E (2003). 6th ed., *Advertising and Promotion – An Integrated Marketing Communication Perspective*, Tata McGraw-Hill Publications.
2. Kazmi S.H., Batra S.K, (2001) *Advertising & Sales Promotion*, Excel Books, New Delhi.
3. Aaker, Batra & Myers, (2008), *Advertising Management*; Prentice Hall, India.
4. Kelley & Jugenheimer, (2008), *Advertising Media Planning A Brand Management Approach*, Prentice Hall, India.
5. Shah K. & D'souza A., ( 2009) *Advertising & Promotion*, Tata McGraw-Hill Delhi.
6. Clow K., Baack D., (2003), *Integrated Advertisements, Promotion and Marketing communication*, Prentice Hall of India, New Delhi.

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class*



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: International Marketing

<b>Course Code:</b> MBA-DE-503	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To provide students with a comprehensive understanding of the principles, concepts, and strategies involved in marketing products and services in the international context.</i>	
<b>Course Outcomes:</b> <b>After attending the course, the student should be able to:</b> <ul style="list-style-type: none"> <li>• <i>Develop the basic understanding of the international marketing environment.</i></li> <li>• <i>Understand the strategic perspective of approaching and entering international markets.</i></li> <li>• <i>Craft product and pricing strategies in international markets.</i></li> <li>• <i>Design and develop international marketing communication and distribution strategies.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> International marketing – Concept, scope and challenges; International Marketing Environment - Cultural Environment-Hofstede Cultural Dimensions, Political Environment & Legal Environment; Consumer behaviour in international markets, assessing global market opportunities; International marketing research.	
<b>Unit II:</b> Approaching international markets; Segmentation, Targeting, and Positioning in international markets; International market entry strategies: Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects.	
<b>Unit III:</b> International marketing mix: product and branding decisions; Country-of-origin effect; International product line decisions, Strategic product decisions in international markets, Product standardization v/s adaptation, International Product Life Cycle, Role of Packaging and Labelling in International Markets; International pricing decisions/methods.	
<b>Unit IV:</b> International Promotion Decisions: concept, planning an international promotional campaign, promotional strategies-elements and tools. International Distribution Channels: concept, types, factors influencing selection, motivating channel members, Instruments of payment- Open Account, Bill of Exchange & Letter of Credit.	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Group activities where each group comes up with a plan with regard to a major international marketing mix decision for a fictional corporation.</li> <li>2. Analysis of international environment variables of different countries.</li> <li>3. Interviews of marketing executives of multinational corporations.</li> </ol>	
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Onkvisit Oak &amp; Shaw, “International Marketing: Analysis &amp; Strategy”, Prentice Hall, New Delhi.</li> <li>2. Catereo Phillip “International Marketing”, Prentice Hall Publication</li> <li>3. Vyuptakesh, Sharan, International Business-2014, Pearson Education Singapore</li> <li>4. Keegan, Warran,” Global Marketing Management”, Engelwood Cliffs, New Jersey, Printice Hall</li> </ol>	
<b>Note:</b> <i>The schedule for case discussion shall be announced by the concerned faculty in the class</i>	



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: Brand Management

<b>Course Code:</b> MBA-DE-504	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To provide students the knowledge and skills necessary to create, position, and maintain successful brands in today's competitive marketplace.</i>	
<b>Course Outcomes: After attending the course, the student should be able to:</b> <ul style="list-style-type: none"> <li>• <i>Learn about the importance of branding in business and how brands contribute to the overall value of a company.</i></li> <li>• <i>Explore the various elements of a brand, including brand identity and brand personality.</i></li> <li>• <i>Understand the process of creating a strong brand positioning that accurately reflects the brand's values and personality.</i></li> <li>• <i>Apply brand equity concepts and frameworks to achieve brand management goals and improve marketing performance.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Product vs Brand, Branding- Advantages of branding, Types of brands- product brand, service brand, corporate brand, place brand, personal brand, activist brand, ingredient brand, luxury brand, and private label brands, Brand Architecture and designing brand architecture. Factors contributing towards building a brand.	
<b>Unit II:</b> Brand elements- brand name, brand logo, brand mantra, brand mascots, jingles, domain name. and brand packaging. Criteria for choosing brand elements, Options and tactics for brand elements. Brand Identity- David Aaker's Model and Kapferer's Model, Brand Personality- importance of brand personality, building brand personality using Jenifer Aaker's model.	
<b>Unit III:</b> Brand Positioning- Brand Positioning Statement- Guidelines, Brand Re-positioning, Brand Positioning vs. Product Positioning, The Importance of Communication, Brand Awareness- brand recognition and brand recall, Brand Image, Brand Extensions- line extension and category extensions, Co-branding, Licensing, Endorsements.	
<b>Unit IV:</b> Brand Equity, customer based brand equity, measuring brand equity- Aaker Model, Keller's Model, Brand Asset Valuator (BAV) Model, Brandz Model. brand equity index. Brand equity metrics and performance indicators. Brand loyalty- loyalty pyramid, Loyalty programs and customer retention, Strong brands vs. Weak Brands. Brand value- brand valuation methods.	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Students will select a luxury brand for which they will produce the necessary brand voice guidelines.</li> <li>2. Students will immerse themselves in an extensive analysis of consumers of a specific brand as well as conduct research and analysis of the brand and its competitors.</li> <li>3. Provide student groups with a different product or service category to work with (e.g., beverages, clothing, technology) to create a new brand within their assigned category.</li> <li>4. Instruct each group to conduct a thorough brand audit using brand equity frameworks.</li> </ol>	



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### **Suggested Readings:**

1. Aaker, D. A. (1991). *Managing Brand Equity*. Free Press.
2. Cowley, D. (2002). *Understanding Brands*. Kogan Page.
3. Kapferer, J. N. (2008). *Strategic Brand Management*. Free Press.
4. Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed, Global Edition).

**Note:** *The schedule for case discussion shall be announced by the concerned faculty in the class*





# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: Sales and Distribution Management

Course Code: MBA-DE-505	Max. Marks = 100(Mid-term = 50, End-term = 50) Credits: (L = 4, P = 0, T = 1)
<b>Course Objective:</b> To equip students with the essential knowledge and skills in sales management, encompassing recruitment, training, performance evaluation, and an understanding of marketing channels, including international contexts.	
<b>Course Outcomes:</b> Students will be able to <ul style="list-style-type: none"> <li>➤ Gain insights into the foundational principles and scope of sales management, understanding objectives, and functions, and acquiring skills for effective personnel selection and training.</li> <li>➤ Develop proficiency in designing and administering compensation plans, enhancing supervision techniques, and implementing motivational strategies, while also managing territories and evaluating sales performance.</li> <li>➤ Understand the structure and functions of marketing channels, identifying roles of channel intermediaries, logistics of distribution, and organizational patterns.</li> <li>➤ Formulate and implement channel policies, utilize information systems, assess channel performance, and comprehend international marketing channels for global expansion.</li> </ul>	
<b>SYLLABUS</b>	
Unit I: Nature and Scope of Sales Management; Objectives and functions of Sales management; Setting and Formulating Personal Selling Objectives; Recruiting and selecting Sales Personnel; Developing and conducting Sales Training Programmes.	
Unit II: Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Recording Actual Performances; Motivating Sales Personnel; Sales Meetings and Sales contests. Designing Territories and Allocating Sales efforts; Objective and Quotas for sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost analysis.	
Unit III: An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels	
Unit IV: Managing Marketing Channels; Marketing Channel Policies and Legal Issues; Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Simulate a virtual sales environment to develop decision-making, strategic planning, and leadership skills.</li> <li>2. Develop practical skills in designing and administering sales compensation plans.</li> <li>3. Enhance understanding of marketing channels by creating visual maps.</li> <li>4. Simulate the complexities of managing international marketing channels.</li> </ol>	
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Ingram, T. N., LaForge, R. W., &amp; Avila, R. A. (2010). Sales Management: Analysis and Decision Making. Publisher.</li> <li>2. Colletti, J. A., &amp; Fiss, M. S. (2019). Sales Compensation Essentials: A Field Guide for the HR Professional. Publisher.</li> <li>3. Rosenbloom, B. (2022). Marketing Channels: A Management View. Publisher.</li> <li>4. R.k. Srivastava. (2019). Sales Management. McGraw-Hill</li> </ol>	
<b>Note:</b> The schedule for case discussion shall be announced by the concerned faculty in the class	





## DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

One University Avenue, Awantipora, Pulwama, J&K, 192122.

### Course Title: Social Marketing

<b>Course Code:</b> MBA-DE -506	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L =3, P=0, T=1)
<b>Course Objective:</b> <i>The objective of this course is to lay a foundation for an understanding of the complex dimensions of the industrial marketing</i>	
<b>Unit I:</b> Social Marketing- Concept, nature, and challenges; Social Marketing: Outlining the Strategic Marketing Planning Process: Discovering Keys to Success.	
<b>Unit II:</b> Social Marketing Environment, Mapping the Internal and External Environments, Segmenting, Target positioning, Objectives, and Goals: Consumer Behaviour; Concept, nature.	
<b>Unit III:</b> Developing Social Marketing Strategies Product; Designing the Market Offering: Price strategies; Managing Costs of Behaviour Change: Place; Making Access Convenient; Promotion strategies; 5 M's model, Creating Messages, Selecting Media Channels.	
<b>Unit IV:</b> Managing Social Marketing Programs Developing a Plan for Evaluation and Monitoring Establishing Budgets and Finding Funding Sources Completing an Implementation Plan and Sustaining Behaviour Making Ethical Decisions Social Marketing Planning	
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Social Marketing: Strategies for Changing Public Behaviour Kotler, Philip</li> <li>2. Principles and practice of social marketing: an international perspective Donovan, Rob</li> <li>3. Social marketing improving the quality of life by Philip Kotler, Ned Roberto, Nancy Lee.</li> <li>4. Hands-on social marketing: a step-by-step guide by Nedra Kline Weinreich.</li> <li>5. Journals (HBR, Journal of Marketing)</li> </ol>	
<b>Note:</b> <i>The schedule for case discussion shall be announced by the concerned faculty in the class.</i>	



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: Social Media Marketing

<b>Course Code:</b> MBA-DE-507	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To advance learners' understanding of the digital ecosystem and enable them to plan, create, execute, and evaluate integrated digital and social media strategies and campaigns for marketing success.</i>	
<b>Course Outcomes:</b> <b>After attending the course, the student should be able to:</b> <ul style="list-style-type: none"> <li>• <i>Develop a holistic understanding of the digital marketing landscape and environment.</i></li> <li>• <i>Implement organic and paid digital marketing campaigns to maximise reach, engagement and conversions.</i></li> <li>• <i>Design and develop social media, mobile, and entertainment campaigns to reach and engage consumers.</i></li> <li>• <i>Evaluate, monitor, and control the performance of digital and social media marketing campaigns.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Digital and Social Media Marketing – Introduction and Infrastructure – Internet and the Web. The Emergence of Mobile Apps. Digital Marketing - Evolution, Core Concepts, and Applications. Digital Media Characteristics. Digital Transformation. Strategic Role of Digital Marketing. Digital Marketing Environment. Marketing in the Digital World. Consumer in the Digital World. Customer Journey Mapping. Consumer Personas. Ethical, Legal, and Security Aspects of Digital Marketing.	
<b>Unit II:</b> Integrated Digital Marketing Strategy. Reaching and Engaging the Digital Consumer. Key Digital Media Channels. Website Design and Development. Search Engine Optimization and Marketing. Digital Advertising. Google Ads. PPC Advertising. PPC Revenue Models. Auction Model for Paid Ad Campaigns. PPC Bidding Algorithm. Digital Display Advertising. Attribution Modelling. Affiliate Marketing. Content Marketing. Email Marketing.	
<b>Unit III:</b> Evolution, Types, and Characteristics of Social Media. Strategic Social Media Marketing. Marketing on Social Networking Platforms. Marketing on Social Content-Sharing Platforms. Influencer Marketing. Mobile Marketing. Mobile Retailing. Mobile Targeting, Security, and Privacy. Mobile Marketing and BoP. Digital Media and Entertainment. Over-the-Top Video Streaming. New Age Media and Entertainment Formats.	
<b>Unit IV:</b> Measuring Success in Digital and Social Media Marketing. Performance Management for Digital Channels. Evolution of Digital Analytics. Types of Data. Analytics Tools and Technology. Digital Marketing Metrics and Key Performance Indicators. Web Analytics and Web Intelligence. Social Media Analytics. Google Analytics. Geo-Location Analytics. Mobile Analytics.	



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### **Skill Development Activities:**

1. Design a Digital Marketing Campaign for a Business.
2. Create your LinkedIn Profile.
3. Design and Develop a Personal or a Company Blog.
4. Create Customer Personas using Persona Development Tool.
5. Run a Campaign in Google Ads.

### **Suggested Readings:**

1. Chaffey, D., & Ellis-Chadwick, F. (2016) *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education Limited.
2. Krasniak, M., Zimmerman, J., & Ng, D. (2021). *Social Media Marketing, All-In-One*. Wiley India.
3. Kingsnorth, S. (2016). *Digital Marketing Strategy An Integrated Approach to Online Marketing*. Kogan Page.
4. Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns*. Wiley.
5. Sponder, M., & Khan, G. F. (2018). *Digital Analytics for Marketing*. Routledge.

**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: Marketing of Services

<b>Course Code:</b> MBA-DE-508	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> <i>To emphasize the distinctive aspects of services and equip students with concepts and techniques that help in taking decisions related to the effective marketing of services.</i>	
<b>Course Outcomes: After attending the course, student should be able to:</b> <ul style="list-style-type: none"> <li>• <i>Understand the difference between services and tangible goods and the resulting marketing implications.</i></li> <li>• <i>Understand the different models of services marketing and appreciate the role and relevance of Quality in Services</i></li> <li>• <i>To comprehend the importance complaint management and service failure recovery techniques in services.</i></li> <li>• <i>Visualize future changes in the services Industry.</i></li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Services Economy- The emergence of service Economy; Evolution of Services as Value Contributors. The Concept of Service – Definition and Characteristics of Services, Difference between goods & Services, Key Classifications of Services; Service- Continuum; The Service Consumer Behaviour; stages of service consumption; Service Customer Decision Process; Search, Experience and Credence Attributes; Bases for Segmentation of Services; Selecting Target Market & Approaches.	
<b>Unit II:</b> Traditional elements of Services Marketing Mix & Need for extended marketing mix; Services Marketing Triangle; Servuction Model; Molecular Model; Service Quality- Gaps Model, SERVQUAL, SERVPERF, PCP Model; Service Blueprint; Service Positioning; Service Pricing, Price as an indicator of service quality; Advertising. Branding and Packaging of Services (Basic Concepts). Matching Demand and Supply; Yield Management System (YMS).	
<b>Unit III:</b> People- The Key to a Service Marketing; Service Encounters; High Contact & Low-Contact Services; Service Failure and Recovery; Service Guarantees; Managing Relationships in Services; Customer retention and customer lifetime value; Process - Service system and Mapping, Value addition in Process; Physical Evidence- Contribution of Physical Evidence to the Service Understanding, Managing the Physical Evidence in Service Marketing, Servicescape, Self-service Technologies (SST).	
<b>Unit IV:</b> Service Sector beyond 2020 - Indian, Asian & Global perspectives, Customer as the Centre of Attention; Services as Key Differentiators; New Service Opportunities: Emergence of Work from Home, Automation & New Technologies in Services; Applications of Service Marketing: Marketing in Tourism, Retail, Hospitality, Airlines, Telecom, IT, Sports & Entertainment, Logistics, Health Care Sector, Event Management Services and Banks & Financial Sector, Non-profit Organisations.	



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### Skill Development Activities:

1. Get ready for “gap analysis” -Discuss how the assigned topic relates to the Gaps model. Suggest ways (key strategies) that could be used to close a gap in the model.
2. “Expectations on the ----- Park”- Students are divided into teams of five and have each team discuss the influencing factors on both desired service and adequate service expectations. The different topics that could be discussed, including personal needs, personal service philosophy, derived service expectations, perceived service alternatives, situational factors, predicted service, explicit service promises, implicit service promises, word-of-mouth communication, experience
3. Discussion Hands-on SERVQUAL design with Reporting and Debriefing of SERVQUAL Survey.
4. Choose any service industry from unit four and mention the service failures, discuss the types of actions customers can take in response to a service failure. Also, discuss how the company should recover the service.

### Suggested Readings:

1. Lovelock, C., & Wirtz, J. (2019). *Services marketing: People, technology, strategy* (8th ed.). Pearson
2. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education
3. Grönroos, C., & Voima, P. (2013). *Critical service logic: Making sense of value creation and co-creation*. Cambridge University Press
4. Jochen W., Christopher L., Chatterjee J. (2017), *Services Marketing: People Technology Strategy*, Pearson Education; 8<sup>th</sup> edition.
5. Lovelock C., Wirtz J. (2011), *Services Marketing: Global Edition*, Pearson Education; 7<sup>th</sup> Edition
6. Rao R. M. Rao, *Services Marketing – K Pearson*; 2 edition (2011)

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# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## INTEGRATED MASTER OF BUSINESS ADMINISTRATION (IMBA)

### Course Title: Strategic Marketing

Course Code: MBA-DE-509	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P = 0, T = 1)
<b>Course Objective:</b> To advance learner's understanding of the strategic role of marketing function and the tools and techniques of marketing strategy formulation, implementation and evaluation.	
<b>Course Outcomes:</b> Upon completion of the course the students will be able to: <ul style="list-style-type: none"> <li>• Understand the marketing implications of corporate and business strategies.</li> <li>• Conduct opportunity analysis and target attractive market segments.</li> <li>• Formulate strategic marketing programs for new market entries and growth markets.</li> <li>• Design marketing strategies for mature markets and conduct strategic implementation and control.</li> </ul>	
<b>SYLLABUS</b>	
<b>Unit I:</b> Core Concepts of Strategy, Components and Levels of Strategy, Strategic Role of Marketing, Process of Strategic Marketing, Marketing Plan, Marketing Implications of Corporate Strategy, Corporate Vision, Mission, and Objectives, Core Competence, Competitive Advantage, Allocating Corporate Resources, Marketing Implications of Business Strategy, Generic Business-Level Competitive Strategies.	
<b>Unit II:</b> Opportunity Analysis, Domains of Attractive Opportunities, Market and Industry Attractiveness, Industry CSFs, Industry Value Chain, Demand Forecasting, Market Segmentation Process, Targeting Strategies, Target Market Selection, Strategic Objectives, and Resource Allocation, Brand Positioning and Differentiation, Brand Equity.	
<b>Unit III:</b> Marketing Strategies for New Market Entries, Strategic Implications of the Product Life Cycle, Pioneer Market Entry Strategy, Follower Market Entry Strategy, Strategies for Growth Markets, Growth-Market Strategies for Market Leaders. Share-Growth Strategies for Followers and Challengers.	
<b>Unit IV:</b> Strategies for Mature and Declining Markets, Growth to Maturity Shakeout, Strategic Choices in Mature Markets, Marketing Strategies for Mature Markets, Marketing Strategies for Declining Markets, Marketing Strategy Implementation, Administrative and Structural Factors, Marketing Metrics for Performance Measurement.	
<b>Skill Development Activities:</b> <ul style="list-style-type: none"> <li>• Develop a comprehensive marketing plan.</li> <li>• Write market-oriented vision and mission statements.</li> <li>• Identify critical success factors for given industries.</li> </ul>	
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Walker, O. C. and Mullins, J. W. (2014). <i>Marketing Strategy: A Decision-Focused Approach</i>. Tata McGraw Hill.</li> <li>2. Mullins, J. W. and Walker, O. C. (2013). <i>Marketing Management: A Strategic Decision-Making Approach</i>. Tata McGraw Hill.</li> <li>3. Cravens, D.W. and Piercy, N. F. (2009). <i>Strategic Marketing</i>. Tata McGraw Hill.</li> </ol>	
<b>Note:</b> The schedule for case discussion shall be announced by the concerned faculty in the class	





**DEPARTMENT OF MANAGEMENT STUDIES**  
Islamic University of Science and Technology  
One University Avenue, Awantipora, Pulwama, J&K, 192122.

**Course Title: Customer Relationship Management**

<b>Course Code:</b> MBA-DE-510	<b>Max. Marks</b> = 100 (Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L =3, P=0, T=1)
<b>Course Objective:</b> <i>To develop skills for analysing market competition and design appropriate competitive marketing strategies for higher market share.</i>	
<b>Unit I:</b> Emerging Concept of CRM, CRM in Marketing& IT, and Enablers of the growth of CRM, Evolution and Benefits of CRM, School of Thoughts of CRM. Building Customer Relationship, Process, Bonding, Zero customer Defections, CRM framework, Market Share vs. Share of Customers, Life time value of Customers.	
<b>Unit II:</b> CRM in Services, Product Markets, B2B market. CRM in Marketing, A Marketing Retrospective, Target Marketing, Marketing Automation CRM and Customer service, Call Centre and Customer Care, Automation of contact centre, Call Routing, Web Based Self Service, Work Force Management, Customer Service, E-CRM	
<b>Unit III:</b> Components of E-CRM Solutions, Data Warehousing, Data Mining and CRM, Evaluation of Technical solution for CRM, Role of a contact Centre in building relationships	
<b>Unit IV:</b> Implementation: Defining a CRM strategy, CRM Implementation Road Map, developing a Relationship Orientation, Customer-centric Marketing and Processes, Building Capabilities through Internal Marketing, customer retention plans.	
<b>Suggested Readings:</b> <ol style="list-style-type: none"><li>1. Paul Greenberg, CRM at the Speed of Light, 3rd edition, TMH.</li><li>2. Baran, Galka and Strunk, Principles of CRM, Cengage Learning.</li><li>3. John. G. Freeland, The Ultimate CRM, TMH.</li><li>4. Subhasish Das, Customer Relationship Management”, Excel Books.</li><li>5. V. Kumar and Werner. J. Reinartz, Customer Relationship Management, Wiley.</li></ol>	
<b>Note:</b> <i>The schedule for case discussion shall be announced by the concerned faculty in the class.</i>	





# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## Course Title: Entrepreneurial Marketing

Course Code: DM511MM	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 4, P = 0, T = 1)
<b>Course Objective</b> To advance learners' understanding of the concepts and theoretical foundations of the interface between entrepreneurship and marketing and enable them to develop skills in managing the marketing aspects of new ventures.	
<b>Course Outcomes</b> – Students will be able to <ol style="list-style-type: none"> <li>1. Develop a perspective towards the concept and core pillars of entrepreneurial marketing.</li> <li>2. Conceive and evaluate innovative ideas and opportunities and formulate effective marketing plans for new ventures.</li> <li>3. Design business models and undertake marketing mix decisions for new ventures.</li> <li>4. Understand the role of marketing in the long-term growth of an entrepreneurial firm.</li> </ol>	
<b>SYLLABUS</b>	
<b>Unit I</b> Overview of Entrepreneurship, Entrepreneurs vs. Small Business Owners, Process Approach to Entrepreneurship, Overview of Marketing, New Marketing Realities Shaping Entrepreneurship, Entrepreneurship and Marketing Interface, Entrepreneurial Marketing vs. Managerial Marketing, Entrepreneurial Marketing Orientation, Market Creation through Entrepreneurial Marketing.	
<b>Unit II</b> Entrepreneurial Creativity and Innovation, Designing the Marketing Plan, Assessing Opportunities, Marketing Feasibility Plan, Segmentation for New Products, Identifying Target Markets, Positioning Strategies for Start-ups, Assessing Marketing Environment, Marketing Strategy for New Ventures, Estimating Demand for New Ventures, Break Even Analysis for New Ventures.	
<b>Unit III</b> Business Model Preparation, New Age Business Models, Product and Branding Decisions for New Ventures, Intellectual Property for New Ventures, Pricing for New Ventures, Distribution Strategies New Ventures, Promotional Strategies New Ventures, Digital Marketing for New Ventures.	
<b>Unit IV</b> Strategic Perspective and Approaches in Entrepreneurial Marketing, New Venture Life Cycle, Key Factors in Growth Stage, Growth Strategies for New Ventures, Market Orientation vs. Growth Orientation, Marketing of Social Ventures.	
<b>Skill Development Activities</b> <ul style="list-style-type: none"> <li>• Conduct feasibility analysis for a business opportunity.</li> <li>• Design business model using Business Model Canvas.</li> <li>• Design a marketing plan for new venture.</li> <li>• Identify entrepreneurial opportunities within the campus.</li> </ul>	
<b>Suggested Readings</b> <ol style="list-style-type: none"> <li>1. Hisrich, R. D., &amp; Ramadani, V. (2018). <i>Entrepreneurial Marketing: A Practical Managerial Approach</i>. Elgaronline.</li> <li>2. Sethna, Z., Jones, R., &amp; Harrigan, P. (2013). <i>Entrepreneurial Marketing, Global Perspectives</i>. Emerald Publishing.</li> <li>3. Nijssen, E. J. (2017). <i>Entrepreneurial Marketing: An effectual approach</i>. Routledge.</li> </ol>	
<p><b>Note:</b> The schedule for case discussion shall be announced by the concerned faculty in the class</p>	