

**SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR**



**Faculty of Business Studies  
Regulations Governing Academic Programme  
Postgraduate Diploma in Marketing Management [PGDMM]  
Wef: JUNE 2018**

- R. PGD.C. 1:** A candidate seeking admission to Postgraduate Diploma in Marketing Management (PGDMM) in Bachelor's degree (under 10+2+3) in any faculty of this University, or an examination recognized as equivalent thereto by this university, provided the applicant has passed in the subject of English at the degree examination, or has studied through the medium of the English up to the degree level.
- R. PGD.C. 2:** A student who has passed an equivalent examination from any other University of examining body and is seeking admission to P G Diploma in MM/HRD/BM shall not be admitted without producing an eligibility certificate from the Sardar Patel University in accordance with the norms and standards in that behalf adopted by the University Syndicate/Executive Council from time to time.
- R. PGD.C. 3:** Students will be required to earn P G Diploma for obtaining Degree as shown below:

| <b>Sr No</b> | <b>Papers</b>         | <b>Name of Subject</b>   | <b>Duration of Examination</b> | <b>Internal Marks</b> | <b>External Marks</b> |
|--------------|-----------------------|--|--------------------------------|-----------------------|-----------------------|
| 1            | Paper-I               | Fundamentals of Marketing Management. [FMM]  | 3 Hours                        | 30                    | 70                    |
| 2            | Paper-II              | Consumer Behaviour & Customer Relationship Management [CB&CRM]                             | 3 Hours                        | 30                    | 70                    |
| 3            | Paper-III             | Advertising [Adv]  | 3 Hours                        | 30                    | 70                    |
| 4            | Paper-IV<br>(Any One) | Rural Marketing [RM]<br>Or<br>Service Marketing [SM]<br>Or<br>International Marketing [IM] | 3 Hours                        | 30                    | 70                    |

**R. PGD.C. 4: Passing percentage:** 40% Minimum overall in each subject

**Award of class:**

70% and Above - Dis.

60% to 69% First

50% to 59% Second

40% to 49% Pass

Less than 40% Fail

**R. PGD.C. 6:** Student should have obtained at least 40% marks in individual head of passing or 30% marks in aggregate at the internal tests conducted by the Institute / Department. He/She should have appeared in internal examination.

**R. PGD.C. 7: Evaluation Method:**

**Examination:** As per existing rules of SPU

**Internal Examination:** Two internal tests will be conducted of 30 Marks each for above mentioned four papers.

**External Examination:** External Examination will be conducted by the University at the end of year for 70 marks for each paper as per R. PGD.C 3.

**R. PGD.C. 8: Standard of passing:**

The standard of passing at the P G Diploma Level examination will be as under: To pass for the P G Diploma Level, a candidate must obtain at least 40% marks at the University Examination and 40% marks in the aggregate of University and Internal examination in each course.

**Award of Classes:**

- (i) The successful candidates will be placed in Second Class if they obtain at least 50% or more marks in the aggregate of external examination and 50% or more marks in the aggregate of all the external and internal examinations.
- (ii) The successful candidates will be placed in First Class if they obtain at least 60% or more but less than 70% of the total marks in the aggregate of external examinations and 60% or more but less than 70% in aggregate of all the external and internal examinations.
- (iii) The successful candidates will be placed in First Class with Distinction if they obtain at least 70% or more marks in the aggregate of external examinations and 70% or more in aggregate of all the external and internal examinations.

**R. PGD.C. 9:** Class Room Presentation will include / Factory Visit/ Field Study / Seminar/ Film Screening/ Audio-Video/ Problem Solving/ Group Study/ Case Study/ Book Review/ Article Review/ Computer Lab. etc.

**R. PGD.C.10: The Medium of Instruction:** The Medium of Instruction will be as per the Sardar Patel University Act. Under Section 4 (29) of the Act (S.176)

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| <b>Course Code :</b> Paper- I                                      | <b>3 Hours</b> |
| <b>Title of Course: Fundamentals of Marketing Management [FMM]</b> |                |

*All Units Carry Equal Weightage*

| Unit     | Description in Detail  | Weighting (%) |
|----------|--|---------------|
| <b>1</b> | <b>INTRODUCTION TO MARKETING:</b><br>Introduction<br>Definition of Marketing<br>Purpose of Marketing<br>Functions of Marketing<br>Importance of Marketing<br>Focus of Marketing<br>Types of Marketing<br>Evolution of Marketing<br>Overview of Marketing Mix |               |
| <b>2</b> | <b>SCANNING THE MARKETING ENVIRONMENT:</b><br>Introduction<br>The Organization as a System<br>External Macro Environment<br>External Micro Environment<br>Indian Marketing Environment   |               |
| <b>3</b> | <b>ANALYSING THE COMPETITION:</b><br>Introduction<br>Porter's Approach to Competitive Analysis<br>The Analysis of Main Competitors and New Entrants<br>Competitive Product Portfolio<br>Formulation of Strategy<br>Ansoff Product/Market Expansion Grid      |               |
| <b>4</b> | <b>SEGMENTATION, TARGETING AND POSITIONING:</b><br>Introduction<br>Market Segmenting<br>Market Targeting<br>Differentiating Market Offering<br>Market Positioning  |               |
| <b>5</b> | <b>PRODUCT MANAGEMNT:</b><br>Introduction<br>Types of Product<br>Management Product Lines<br>Product Life Cycle (PLC)<br>New Product Development<br>Packaging  |               |
| <b>6</b> | <b>PRODUCT PRICING:</b><br>Introduction<br>Factors Influencing the Pricing   |               |

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|          | Setting the Price<br>Changing the Price<br>Factors Affecting for Price Change<br>Pricing New Products  |  |
| <b>7</b> | <b>DISTRIBUTION MANAGEMEMNT:</b><br>Introduction<br>Channel Design Decisions<br>Channel-Management Decisions<br>The Channel Decision<br>Recruiting and Managing Channel Members<br>Types of Intermediaries<br>Recent Trends in Distribution Management<br>Contemporary Channel Scenario in India |  |
| <b>8</b> | <b>RECENT TRENDS IN MARKETING:</b><br>On-Line Marketing<br>Ambush Marketing<br>Guerrilla Marketing<br>Creative Marketing<br>Referral Marketing<br>Maxi Marketing<br>Rural Marketing<br>Celebrity Endorsements  |  |

**Basic Text & Reference Books:**

- Biplab S. Bose, Marketing Management: Himalaya publication.
- Kotler Philip, Keller Kevin, Koshy Abraham, Jha Mithileshwar, Marketing Management: Pearson
- Ramaswamy SV & Namakumari S, Marketing Management: Macmillan Publishers India Ltd.
- Datta Debraj & Datta mahua, Marketing Management: Vrinda Publications (P) Ltd, New Delhi
- Kotler Philip, Armstrong Gary, Agnihotri Prafulla Y.: Principles of Marketing by Pearson

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| <b>Course Code : Paper- II</b>   | <b>3 Hours</b> |
| <b>Title of Course: Consumer Behaviour &amp; Customer Relationship Management [CB&amp;CRM]</b> |                |

*All Units Carry Equal Weightage*

| Unit     | Description in Detail  | Weighting (%) |
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| <b>1</b> | <b>CONSUMER BEHAVIOUR:</b><br>Concept of Consumer Behaviour<br>Factors affecting buyers Behaviour<br>Buying Decision process<br>Market Segmentation & Product Differentiation<br>Benefits of Market Segmentation<br>Cost of Market Segmentation<br>Requisites of Sound marketing Segmentation                          |               |
| <b>2</b> | <b>CONSUMER NEEDS AND MOTIVATION:</b><br>Consumer Needs and Diversity of Need System<br>Classification of Needs<br>What is Motivation?<br>Motivation Process<br>The Dynamic nature of Motivation   |               |
| <b>3</b> | <b>CONSUMER LEARNING: ATTITUDES AND BEHAVIOUR:</b><br>Defining Learning<br>Elements of Learning Process<br>Types of Learning Process<br>Concept & Characteristics of Attitude<br>Functions of Attitude<br>Sources of Attitude Development<br>Structure of Attitude and Structural Models                               |               |
| <b>4</b> | <b>CONSUMER SATISFACTION AND BEHAVIOUR:</b><br>Concept<br>Factors Influencing Customer Satisfaction<br>Measurement of Customer Satisfaction<br>Types of Information and Feed-back Methods of Measurement<br>Measures of Customer Satisfaction<br>Sources of Customer Dissatisfaction<br>Ways of Enhancing Satisfaction |               |
| <b>5</b> | <b>CUSTOMER RELATIONSHIP MANAGEMENT:</b><br>Introduction<br>CRM Concepts<br>Importance of CRM<br>Concept and Growth of Relationship Marketing<br>Scope of Relationship Marketing<br>Concept of Lifetime Customer and Customer loyalty<br>Benefits and difficulties of CRM  |               |

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| <b>6</b> | <b>CRM PROCESS AND IMPLEMENTATION:</b><br>Introduction<br>Customer Development Process<br>Customer Retention<br>Customer Satisfaction<br>Importance of customer retention<br>Customer Retention Strategies<br>Customer Life Time Value<br>Types of Relationship Management      |  |
| <b>7</b> | <b>CRM IN SERVICE MARKETING:</b><br>CRM in Insurance Marketing<br>CRM in Bank Marketing<br>CRM in Tourism Marketing<br>CRM in Hotel Marketing<br>CRM in Airlines Marketing<br>CRM in Media Marketing<br>CRM in Telecom Marketing  |  |
| <b>8</b> | <b>e-CRM:</b><br>Emerging Trend in CRM: Introduction<br>Importance of e-CRM in Service Marketing<br>Challenges Involved in Formulation and Implementing e-CRM Strategies<br>Five Engines of e-CRM<br>Evolution of e-Customer and e-Marketing<br>e-CRM for personalized services |  |

**Basic Text & Reference Books:**

- Suja R. Nair., Consumer Behaviour in Indian Perspective: Himalaya Publication.
- Schiffman and Leslie Azar Kanuk, Consumer Behaviour, Prentice Hall of india Pvt. Ltd, New Delhi
- Vyas Shyam Babu, Consumer Behaviour: Himalaya Publication.
- Babu Henry, Kadavil Rajmohan, Manjula N., Thampi Santosh, Customer Relationship Management, Study Material published by Directorate of Distance Education, Pondicherry University.

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| <b>Course Code : Paper- III</b>            | <b>3 Hours</b> |
| <b>Title of Course: Advertising [Adv.]</b> |                |

*All Units Carry Equal Weightage*

| <b>Unit</b> | <b>Description in Detail</b>  | <b>Weighting (%)</b> |
|-------------|---|----------------------|
| <b>1</b>    | <b>FUNDAMENTALS OF ADVERTISING:</b><br>Advertising World<br>Advertising and Communication<br>Stages in Advertising Communication<br>Integrated Marketing Communication<br>Advertising and Marketing<br>Types of Advertising<br>Functions of Advertising<br>History of Indian Advertising  |                      |
| <b>2</b>    | <b>ADVERTISING IN MODERN BUSINESS WORLD:</b><br>Role of Advertising in Modern Business World (Economic Function, Social Function, Psychological Functions)<br>Advertising and Cultural Values<br>Ethics in Advertising<br>Advertising Benefits the Advertisers<br>Advertising Benefits the Consumers<br>Advertising Standards Council of India (ASCI) |                      |
| <b>3</b>    | <b>MARKETING AND ADVERTISING PLANNING:</b><br>Marketing Plan<br>Elements of Marketing Plan<br>Advertising and Positioning<br>Product Positioning<br>Perceptual Mapping for Positioning<br>Research for Positioning<br>Advertising Plan<br>Advertising Objectives  |                      |
| <b>4</b>    | <b>ADVERTISING CAMPAIGN:</b><br>What is an Advertising Campaign?<br>Why to Advertising in Terms of a Campaign?<br>How Long Should a Campaign Be?<br>Basis of Campaign<br>Campaign Planning<br>Why to Plan Campaign<br>Phases of Campaign Creation<br>Summary of Campaign<br>Memorable Ad Campaigns  |                      |
| <b>5</b>    | <b>BRAND EQUITY, IMAGE AND PERSONALITY:</b><br>Brand Equity   |                      |

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|          | <p>Brand Personality Associations<br/> Why is Brand Personality Associations Important?<br/> Targeting a Brand Personality<br/> Executing a Brand Personality Strategy</p>   |  |
| <b>6</b> | <p><b>ADVERTISING RESEACH:</b><br/> Data for Research<br/> Types of Research<br/> Research Procedure<br/> Research Applications<br/> Research Quality<br/> Consumer Research<br/> Indian Market Research Scene</p>   |  |
| <b>7</b> | <p><b>ADVERTISING AS A CAREER:</b><br/> Introduction<br/> The Advertiser &amp; Advertising Agencies<br/> The Media and Free-Lancers<br/> Formal Training<br/> Advertising Business<br/> Organization Structure of Advertising Department<br/> Function of Advertising Department<br/> The advertising Manager<br/> Role of a Brand Manager</p>   |  |
| <b>8</b> | <p><b>PROJECTS: (Class Room)</b></p> <ul style="list-style-type: none"> <li>❖ Find examples of companies or agencies that have successfully used research in planning their advertising campaigns.</li> <li>❖ Choose a product / brand for which you want to develop an advertising campaign. What problems do the product / brand face?</li> <li>❖ Prepare a questionnaire to research on the tea / coffee drinking habits of people. Keep in mind the dos and don'ts of framing questionnaire.</li> <li>❖ Find examples of creative advertise that you think sound.</li> </ul> |  |

**Basic Text & Reference Books:**

- Chunawalla S.A., Advertising- Sales and Promotion Management by Himalaya Publishing House
- Shah Kruti & D'Souza Alan, Advertising & Promotions an IMC Perspective by McGrawHill
- Batra Rajeev, Myers John G., AAKER David A., Advertising Management by Pearson Education
- Belch George E., Belch Michael A., purani Keyoor, Advertising and Promotion by McGrawHill
- Chunawalla S.A., Sethia K.C., Foundations of Advertising Theory And Practice by Himalaya Publishing House



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| <b>Course Code :</b> Paper- IV               | <b>3 Hours</b> |
| <b>Title of Course: Rural Marketing [RM]</b> |                |

*All Units Carry Equal Weightage*

| Unit     | Description in Detail   | Weighting (%) |
|----------|---|---------------|
| <b>1</b> | <b>RURAL MARKETING – OVERVIEW AND SCENARIO:</b><br>Introduction, Definition<br>Rural Market Environment<br>Rural Population<br>Infrastructure facility<br>Distinction between rural and urban society<br>Rural requirements         |               |
| <b>2</b> | <b>PROBLEMS IN RURAL MARKETING:</b><br>Problems in Rural Marketing<br>Underdeveloped people<br>Underdeveloped market<br>Media for rural communication<br>Low per Capita income<br>Storage and transportation<br>Product positioning |               |
| <b>3</b> | <b>MARKETS AND MARKET STRUCTURE:</b><br>Components of market<br>Significance of marketing in society<br>Classification of markets<br>Growth of market<br>Factors affecting market growth rate<br>Components of market structure     |               |
| <b>4</b> | <b>RISK MANAGEMENT AND FUTURES MARKET IN RURAL MARKETING:</b><br>Types of risks and coverage<br>Self insurance<br>Price regulation<br>Risk sharing<br>The futures market<br>Hedging and risk management                             |               |
| <b>5</b> | <b>MARKETING OF FARM PRODUCTS:</b><br>Marketing functions<br>Components of marketing function<br>Packaging<br>Advantages of packing<br>Types of material for packing  |               |
| <b>6</b> | <b>FOOD PROCESSING:</b><br>Classification of food products<br>Food processing<br>Product strategies   |               |

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|          | Processing strategies<br>Distribution strategies<br>Promotion strategies   |  |
| <b>7</b> | <b>RURAL MARKETING STRATEGIES:</b><br>Rural Market segmentation<br>Targeting<br>Selection of Segments<br>Product Strategies<br>Pricing Strategies<br>Distribution Strategies<br>Promotion Strategies |  |
| <b>8</b> | <b>AGRICULTURAL MARKETING:</b><br>Introduction<br>Concept and Definition<br>Objectives of Agricultural marketing<br>Scope of Agricultural marketing<br>Challenges of Agricultural marketing          |  |

**Basic Text & Reference Books:**

- Badi R.V. and Badi N. V., Rural Marketing, Himalaya Publishing House
- Arora, R C. Intergrated Rural Development. 1979, Scharnd, New Delhi
- Desai Vasat,. Rural Development. 1988, Himalaya Publishing House
- Mishar S.N., Politics and Society in Rural India. Delhi
- Rudra Ashok, Indian Agricultural Economics. Myths and Realities. Allied , New Delhi

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| <b>Course Code : Paper- IV</b>                 | <b>3 Hours</b> |
| <b>Title of Course: Service Marketing [SM]</b> |                |

*All Units Carry Equal Weightage*

| <b>Unit</b> | <b>Description in Detail</b>  | <b>Weighting (%)</b> |
|-------------|---|----------------------|
| <b>1</b>    | <b>SERVICE : THE CONCEPT:</b><br>Classification of Services<br>Goods and Services : A Comparative Analysis<br>Nature and Characteristics of Service<br>“7-s Framework”<br>Marketing: The Concept<br>Service Marketing<br>Reasons for Growth of Service<br>Role of Services in Economy<br>Growth and Importance of the Service Sector  |                      |
| <b>2</b>    | <b>MARKETING MIX FOR SERVICE:</b><br>Product<br>Product Mix<br>Price<br>Place<br>Types of Distribution<br>Channel Management Issues<br>Promotion<br>People<br>Recruitment<br>Physical Evidence<br>Process<br>Segmentation, Targeting and Positioning<br>Positioning the Service   |                      |
| <b>3</b>    | <b>SERVICE CONSUMER BEHAVIOUR:</b><br>Customer Needs and Expectations<br>Factors Influencing Consumer Behaviour<br>Service Decision Making Process<br>Service Purchase and Consumption<br>Post Purchase Evaluation<br>Purchase Process for Service<br>The Role of Culture in Service<br>Value and Attitude Differ Across Culture<br>Manners and Customs<br>Material Culture<br>Aesthetics<br>The Customer is N’t Always Right |                      |
| <b>4</b>    | <b>SERVICE DESIGN:</b><br>The Customer Segment<br>Design Elements<br>Operating Systems<br>The Front and Back Office   |                      |

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|          | Service Blueprint<br>A procedure for Blueprinting a Service   |  |
| <b>5</b> | <b>SERVICE – CONSUMER PROTECTION ACT:</b><br>Who is a Consumer<br>Complaint<br>Service and Deficiency [Section 2(1)(0) and(g)]<br>Rights of Consumers   |  |
| <b>6</b> | <b>Banking &amp; Insurance Marketing:</b><br>Bank Marketing – The Concept<br>Marketing Process in Banks<br>Identification of Customers Needs & Promotion of the Product<br>Policy Servicing<br>New Channels of Distribution in Insurance Sector<br>Intermediary & Direct Channels<br>Internet as Distribution Channel   |  |
| <b>7</b> | <b>Tourism &amp; Hotel Marketing;</b><br>Tourism Marketing<br>Features of Tourism Marketing<br>Market Segmentation & Need of Market Segmentation in Tourism<br>Nature of Hotel Marketing: Services as well as goods<br>Types of Accommodation<br>Marketing Mix<br>Inter Dependence: To reach potential tourist<br>Joint Promotion: For better growth<br>Public Relation |  |
| <b>8</b> | <b>MARKETING OF OTHER SERVICE</b><br>Marketing of Family Planning Service<br>Contraceptive Social Marketing<br>Educational Services Marketing<br>Classification of Educational Service<br>Product Mix<br>Promotion Mix<br>Price Mix<br>Place Mix  |  |

**Basic Text & Reference Books:**

- Shajahan S., Services marketing, Himalaya Publishing House
- Balaji B., Services Marketing And Management: S. Chand & Company Ltd.
- Lovelock Christopher, Wirtz Jochen, Chatterjee Jayanta, Services Marketing by Pearson
- Bhandari Deepak & Sharma Amit, Marketing of Services: VrindaPublications (P) ltd, New Delhi

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| <b>Course Code : Paper- IV</b>                  | <b>3 Hours</b> |
| <b>Title of Course: International Marketing</b> |                |

*All Units Carry Equal Weightage*

| Unit     | Description in Detail  | Weighting (%) |
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| <b>1</b> | <b>INTERNATIONAL MARKETING:</b><br>Meaning<br>Reasons for Companies Going Global<br>Which Markets to Enter<br>Differences Among Countries<br>Mode of Entry in Foreign Market<br>International Market Strategy<br>Global Brand<br>Multinational Companies from Developing Countries   |               |
| <b>2</b> | <b>INTERNATIONAL PRODUCT POLICY AND PLANNING:</b><br>Meaning of Product<br>International Product planning<br>Product Design Strategy: Standardization and Customization<br>Developing an International Product Line<br>Foreign Product Diversification<br>International Packaging<br>International Warranties and Trademarks |               |
| <b>3</b> | <b>INTERNATIONAL PRICING</b><br>Factors Affecting Pricing<br>Aspects of International Price Setting<br>Transfer Pricing<br>Handling Interdivisional Conflicts<br>Dumping<br>Meeting the Import Challenge<br>Leasing  |               |
| <b>4</b> | <b>INTERNATIONAL CHANNELS OF DISTRIBUTION:</b><br>Perspectives of International Distribution Channels<br>International Channel Members<br>Channel Management<br>Wholesaling and Retailing in Foreign Environment<br>International Franchising  |               |
| <b>5</b> | <b>INTERNATIONAL MARKETING RESEARCH:</b><br>Framework for International Marketing Research<br>Information Requirements of International Marketers<br>Gathering Secondary Data at Home<br>Secondary Research Abroad<br>Primary Data Collection  |               |

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|          | Organization for International Marketing Research<br>International Marketing Information Systems   |  |
| <b>6</b> | <b>EXPORT PROCEDURE AND DOCUMENTS-I</b><br>Preliminaries<br>Inquiry and Offer Confirmation of Offer Export Licenses<br>Finances Productions / Procurement of Good<br>Shipping Space<br>Packing and Marking<br>Quality Control and Pre-shipment Inspection                                    |  |
| <b>7</b> | <b>EXPORT PROCEDURE AND DOCUMENTS-II</b><br>Excises Clearance Custom Formalities<br>Insurance<br>Shipping the Goods<br>Negotiation of Documents<br>Pre-shipment Documents<br>Documents Related to Goods<br>Documents Related to Shipments  |  |
| <b>8</b> | <b>CASE STUDY &amp; PRACTICAL EXPOSURE:</b><br>❖ Case Study base on International Franchising<br>❖ Case Study base on International Pricing Policy of MNC<br>❖ Practical Exposure base on Export Procedure and Documents-I<br>❖ Practical Exposure base on Export Procedure and Documents-II |  |

**Basic Text & Reference Books:**

- Subash C. Jain, International Marketing: Library of Congress Cataloging in Publication Data
- Francis Cherunilam, International Marketing: Himalaya Publishing House
- Francis Cherunilam, International Trade and Export Management: Himalaya Publishing House
- Meenakshi & Kumar Arun, Marketing Management: Micmillan India, New Delhi