

SEMCOM Course Plan EVEN SEM-2014

CVM'S

SEMCOM

S.G.M.ENGLISHMEDIUMCOLLEGE OF COMMERCE & MANAGEMENT
T.Y.BBA (GEN.)

Advance Marketing Management-II

The objectives of the course are as follows:

- To help students to understand various concepts of advertising and sales promotion through real-life examples
- To help students to develop understanding of integrated marketing communication systems and processes.
- To sensitize students to the various facets of advertising, public relation and promotion management
- To help the students develop an understanding of concepts and tools like Advertising Brief (Creative Brief), AIDA, DAGMAR, Reach, Frequency, and Impact etc to develop proficiency in the planning of activities of an organization;
- To sensitize students to rural marketing and its importance.

Course Plan 2013– 14

Faculty Name: Dr. Rina Dave

Total Sessions = 45

Chapter No.	Topics	Sessions Required	Weightage (%)
1	Integrated Marketing communications:	13	25%
	Advertising:	4	
	Meaning		

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	<p>Budgetary and non-budgetary methods for the control of Sales force.</p> <p>Allocation of Sales territories to salespeople and fixing of sales quotas.</p> <p>Appraisal of performance of salespersons.</p>	<p>2</p> <p>2</p> <p>1</p>	
3	<p><u>DISTRIBUTION CHANNELS& MARKETING CONTROL:</u></p> <p>An overview of distribution channels</p> <p>Emergence of unconventional modes of distribution., Physical distribution and logistics decision - Marketing control and marketing Audit: Concept, types and tools of control and marketing</p>	<p>10</p> <p>3</p> <p>3</p> <p>4</p>	25%
4	<p><u>RURAL MAREKTING:</u></p> <p>The rural market environment,</p> <p>Tapping the rural markets,</p> <p>Segmentation & Targeting,</p> <p>Product strategy- Specially designed for Rural Market,</p> <p>Brand decisions,</p> <p>Physical Distribution, Channel decision, sales force Management,</p> <p>Marketing Communications</p>	<p>11</p> <p>2</p> <p>2</p> <p>3</p> <p>2</p> <p>2</p>	25%

Expected student Learning outcomes:

Upon completion of this subject students will be able to :

- Explain the role of IMC in the overall marketing program and the structure for developing an IMC plan.
- To create awareness about the applicability of the concepts and techniques of marketing in rural context and familiar problems and prospects.
- Get idea about the advertising objectives.
- Aware about various modes of distribution

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SYBBA – SEM-IV
Customer Relationship Management**

The objectives of the course are:

- To make students aware about customer relationship management and its importance to marketing department.
- To make students familiar with widely used Customer relationship management tools and its application to business
- To make students understand the customer equity and its importance.

**Faculty Name: Mr.Sunil Chaudhary (Unit- 1,2,3)
Rina Dave (Unit -4)**

Course Plan 2013-14

No. of Sessions: 45

Unit no.	Title	Wt.	No. Lectures Required
1	<u>CONCEPTUAL FOUNDATION:</u> Cocnept, Definition, Benefits, Objectives, Significance Of Crm, Relationship Between Crm And Technology, Evolution Of Crm, Customer Life Cycle Value.	25%	11
2	<u>Crm Strategy:</u> Strategic Perspective On Crm, Creating Crm Culture, Building Blocks Of Crm,Crm Strategies.	25%	12
3	<u>Crm In Marketing:</u> Importance Of Crm In Marketing, Types In Crm, Marketing Initiatives Of Crm.	25%	12
4	Ecrm emerging trends Ecrm tools ecrm techniques ecrm levels	25	10

Expected student Learning outcomes:

Upon completion of this subject students will be able to :

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- **Understand customer relationship management.**
- **Find importance of customer relationship management**
- **Know various tools and techniques used in customer relationship management.**
- **Get idea about customer equity and importance of brand loyal customers.**

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SYBCOM – SEM-IV
Marketing Management**

Course Objectives

The objectives of the course are as follows:

1. To familiarize the students with marketing concepts and practices.
2. To acquaint them with the challenges of marketing environment and competition;
3. To expose them to the elements of marketing mix.

Faculty Name: Rina Dave

Course Plan 2013-14

No. of Sessions: 45

Unit no.	Title	Wt.	No. Lectures Required
1	Conceptual Foundation:	25%	10
	Nature and Concept of marketing Management,		3
	Core Concepts,		2
	Philosophies of Marketing,		2
	Evolution of Marketing,		2
Marketing Environment	1		
2	Buyer Behavior and Market Segmentation	25%	15
	Introduction,		1
	Model, Scope, Process,		5
	Major influencing Factors,		2
	Types of Buying Decisions,		2
Bases of Market Segmentation	5		
3	Price Mix	25%	10

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	Concept,		1
	Significance of price		2
	objectives of pricing decision,		2
	Factors affecting pricing Decision,		2
	Methods		3
4	Promotion & Distribution Mix	25%	10
	Types & tools of promotion,		3
	kinds of media of advertising,		2
	Meaning of distribution ,		2
	Types of channels of distribution,		2
	Factors affecting channels of distribution.		1

The course outcome:

- **The subject will equip students to understand basic concepts of marketing management.**
- **Students will learn market segmentation and consumer behavior,**
- **Students will be made aware of marketing mix strategies used by the marketers.**

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SYBCOM – SEM-IV
Sales and distribution management**

Objectives of the course:

- To familiarize students on sales objectives and functions of sales department.
- To give idea about sales planning and real life examples discussion.
- To sensitize students to sales force recruitment, training and performance appraisal.

Faculty Name: Rina Dave

Course Plan 2013-14

No. of Sessions: 45

Unit no.	Title	Wt.	No. Lectures Required
1	The Sales Management	25%	11
	Introduction to sales management and sales organization, Sales function,		3
	Personal selling, nature, scope & objectives- Difference between Personal		3
	Selling And Advertising		2
2	Planning the Sales Effort	25%	12
	Sales planning and Budgeting-Estimating Market Potential and Sales		2
	forecasting, Setting the sales territory & quotas, Sales and cost Analysis		2
			4
		4	
3	Organizing and Directing the Sales Force	25%	11
	Recruting and training sales personnel-Designing & compensating sales		3
	Personnel, Motivating and Leading the sales		3

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	force-Evaluating sales force performance.		4
			1
4	Distribution Management	25%	11
	Managing marketing logistics & channels, Channel Integration, Channel		3
	Management, importance of Distribution		2
	Management, selection of Distribution		3
	of channel [Vertical & Horizontal]		3

Expected outcome of the course:

- Students will be familiarize on sales objectives and functions of sales department.
- Students of graduates will be given idea about sales planning and real life examples discussion.
- Students will be sensitized students to sales force recruitment, training and performance appraisal.

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TYBBA-ITM – SEM-IV
Practices of Marketing Management**

Objectives of the course:

- To develop insights into emerging trends in the service sector and understand the significance of marketing and management services.
- To make students aware about marketing research.
- To make students understand the importance of rural marketing.
- To make aware about the consumer protection movement

Faculty Name: Rina Dave

Course Plan 2013-14

No. of Sessions: 45

Unit no.	Title	Wt.	No. Lectures Required
1	Marketing Research	25%	11
	Introduction, Research Process, Research Design, Sampling methods,		4
	Data collection methods, Process of Data Analysis		4
			3
2	Consumerism	25%	9
	Meaning, History of Consumerism, Causes, Consumer Protection Act		5
			4
3	Service Marketing	25%	14
	Meaning, Characteristics of Service, Nature of Classification of		3
			3
	Services, Five Dimensions of Service, Strategies for Improving Services		4
			4

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4	Rural Marketing	25%	11
	Rural Marketing new Discipline, Concept and Scope, Nature of Rural		2
	market, Importance of Rural Marketing, Taxonomy of Rural market,		3
	Significance of rural market		4
			1
			1

Expected Course outcome:

- This course helps students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.
- Students will get knowledge on to apply marketing concepts and principles to the unique challenges and opportunities of services marketing.
- Students will be awared about consumer protection Act and rights of consumers.

Students will be awared about the applicability of the concepts and techniques of marketing in rural context and familiar problems and prospects.