

Subject Code: 1MS1010606

Subject Title: Advanced Marketing Management -II

1. Course Objectives: This subject teaches the students to discover potential markets with the help of various marketing efforts done by business and also understand the role of marketing in business. To understand the framework of knowledge of this subject is essential.

2. Teaching Scheme (Hours per week):

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)				
				Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	70	30	-	-	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to the Service Marketing Concept of Service, Service Marketing- Differentiation of Product and Services, Characteristics of Services, Classification of Services , Seven P's of service marketing,	12	25%
2	Customer Relationship Management Introduction to the CRM, Need of CRM, Complimentary layers of CMR, Framework of CMR, Concept of Customer Satisfaction, Customer Retention, Customer Loyalty.	12	25%
3	Personal Selling Concept of Selling and Marketing, Meaning and Importance of Personal Selling, Process of Personal Selling, Types of Salesman, Duties of Salesman.	12	25%
4	Corporate Image and Brand Management Corporate Image Components of Corporate Image, Role of Corporate Image, Promoting the Desired Image, Corporate Name, Corporate Logo. Brand Management Brand Name, Need for Brand Name, Brand Equity, Concept of Co-branding and Brand Extension.	12	25%

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1. Suggested Readings

Books:

1. Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd, New Delhi.
2. Philip Kotler, Marketing Management, Pearson prentice Hall, New Delhi
3. Prof.S.A.Sherlekar and R. Krishnamoorthy, Fundamentals of Marketing Management, , Himalaya Publication house, Mumbai.
4. S.A. Sherlekar: Marketing Management, Himalaya Publication house, Mumbai.
5. Saxena Rajan, Marketing Management, Publisher: Tata McGraw-Hill