

Subject Code: 2CM1010316	Subject Title: Advanced Marketing Management
	COURSE TYPE : CORE ELECTIVE

Course Objective: To give the knowledge of advanced Marketing Management techniques to the students of B.Com and its application in commerce.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
3	-	-	3	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Marketing Research: -Definition, overview, nature, types of marketing research, scope and its objectives. -Marketing research process, primary and secondary data –its main sources, research design, Features of a Good design, Different Research Designs,-sampling, sampling methods/techniques(Probability & Non Probability sampling) , Questionnaire- characteristics and its types, -Ethical issue in marketing research,	9	25%
2	Advertising and communication mix: Definition, concept, main objectives of advertising, different media of advertising, determination of advertising budget. Advertising Message-Meaning , Process of developing advertising message -Communication –definition & its process, Personal selling –Definition and its main process, publicity, public relations, Promotions, management of sales force, publicity v/s advertising.	9	25%
3	Distribution channel: -Introduction , meaning , overview of physical distribution -characteristics, components of physical distribution - warehouses-classification and its key issue, Transportation–Meaning and its key issue - types of distribution channel, functions of distribution channel, important factors influencing marketing channel	9	25%
4	Market control & audit: Market control -meaning , need or importance of Market control, -Tools/types of market control Marketing audit - concept , meaning of market audit -key issue or decision in marketing audit -components of marketing audit	9	25%

Reference Books:

1. Basics of marketing management –Dr. R.B . Rudani-S.chand publications
2. Integrated advertising, promotion and marketing communication, 2nd ed. – B. Donald and K. E. Clow; Prentice Hall, New Delhi.
3. Advertising management – A. A. David and M. G. John; Prentice Hall of India, New Delhi.
4. Advertising and Sales Promotion – Kazmi, M.M.S. and Batra, K.S.; Excel Books, New Delhi.
5. Public Relation Today in the Indian Context – Ghosh, Suri; Rupa Publication, Kolkata.
6. Marketing Management –Kumar prakashan.