

PROGRAMME GUIDE

DISTANCE EDUCATION PROGRAMMES

POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)

- **Scheme of Examination**
- **Detailed Syllabus**
- **Counseling and Study Structure**
- **Study Modules & Books Information**
- **Date Schedule & Instructions for Submitting Assignments**



DR. C.V.RAMAN UNIVERSITY
INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE)

KARGI ROAD, KOTA, BILASPUR, CHATTISGARH

PHONE : 07753-253737, 8827920016, 8827920019 FAX : 07753-253728

E-mail: iode@cvru.ac.in Website: www.cvru.ac.in

POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)

Duration - 12 Months

Eligibility - Graduation in any discipline

Scheme of Examination

Course Code	Name of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments	
				Max	Min	Max	Min	Max	Min
Semester-I (Choose Any Three)									
PGDMM1	Consumer Behaviour	6	100	70	28	-	-	30	12
PGDMM2	Sales and Distribution Management	6	100	70	28	-	-	30	12
PGDMM3	Product and Brand Management	6	100	70	28	-	-	30	12
PGDMM4	International Marketing	6	100	70	28	-	-	30	12
PGDMM5	Advertising Management	6	100	70	28	-	-	30	12
Total aggregate required to pass			300	210	84	-	-	90	36
Semester-II (Choose any Two)									
PGDMM6	Marketing of Services	7	100	70	28	-	-	30	12
PGDMM7	Marketing Research	7	100	70	28	-	-	30	12
PGDMM8	Rural Marketing	7	100	70	28	-	-	30	12
PGDMM9	Retail Management	7	100	70	28	-	-	30	12
Total aggregate required to pass			200	140	56	-	-	60	24

Evaluation Scheme

1. 40% in each theory, practical, project, dissertation & internal assessment
2. 40% Aggregate marks to pass

DETAILED SYLLABUS

PGDMM1 : CONSUMER BEHAVIOUR

I CONSUMER BEHAVIOUR — ISSUES AND CONCEPTS

- Consumer Behaviour-Nature, Scope and Application
- Consumer Behaviour and Life-style Marketing
- Organisational Buying Behaviour

II INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR

- Perceptions
- Consumer Motivation and Involvement
- Attitude and Attitude Change
- Learning and Memory
- Personality and Self-concept

III GROUP INFLUENCES ON CONSUMER BEHAVIOUR

- Reference Group Influence & Group Dynamics
- Family Buying Influences, Family Life-cycle and Buying Roles
- Cultural and Sub-cultural influences

IV THE BUYING PROCESS

- Problem Recognition & Information Search Behaviour

- Information Processing
- Alternative Evaluation
- Purchase Process & Post-purchase Behaviour

V MODELLING BUYER BEHAVIOUR

- Early Models
- Howard Sheth Model
- Recent Developments in Modelling Buyer Behaviour

REFERENCES BOOK

1)Consumer Behaviour,Suja Nair HIMALAYA PUBLICATION 2). M.R. Solomon, “Consumer Behavior”, Pearson Education,2) Marketing Management,S. A. Sherlekar, Himalaya Publication ,3). Marketing Management: Kotler, Keller,Koshy,Jha, Pearson Prentice Hall

PGDMM2 : SALES AND DISTRIBUTION MANAGEMENT

I SALES MANAGEMENT FUNCTIONS

- Introduction to Sales Management
- Personal Selling
- Sales Process
- Computer Applications in Sales Management

II SELLING SKILLS

- Communication Skills
- Sales Presentation
- Negotiation Skills
- Retail Communication : Sales Displays

III SALES FORCE MANAGEMENT

- Job Analysis, Recruitment and Selection
- Training the Sales Force
- Compensation and Motivation of Sales Force
- Monitoring and Performance Evaluation

IV PLANNING AND CONTROL OF THE SALES EFFORT

- Sales Planning
- Sales Organisation
- Sales Forecasting and Sales Quotas
- Sales Budgeting and Control

Sales Control- MIS for sales Report and Document used in sales management, Budgetary Control in sales, Sales variance analysis, Sales Expenses Control.

REFERENCE BOOK

Sales And Distribution Management,S. A. Chunawala,Himalaya Publishing House 1)
Marketing Management,S. A. Sherlekar, Himalaya Publication , 2) 1. Marketing Management:
Kotler, keller,koshy,jha, pearson Prentice Hall

PGDMM3 : PRODUCT AND BRAND MANAGEMENT

I PRODUCT MANAGEMENT — INTRODUCTION

- The Product Management – Basic Concepts
- The Product Management Process
- The Product Planning System

II MANAGING PRODUCTS - 1

- Product Line Decisions
- Product Life Cycle
- Product Portfolio
- Product Pricing

III BRANDING AND PACKAGING DECISIONS

- Branding Decisions
- Positioning Decisions
- Brand Equity
- Packaging Decisions

IV NEW PRODUCT DEVELOPMENT

- Organising for New Product Development
- Generation, Screening and Development of New Product Ideas
- Economic Analysis

V IMPLEMENTING NEW PRODUCT DECISION

- Concept Development and Testing
- Physical Development of the Product
- Pretest Marketing and Test Marketing
- Product Launch

REFERENCE BOOK

1)Product and Brand Management,by V. Venugopal Rao,Himalaya Publishing House 2)
Marketing Management,S. A. Sherlekar, Himalaya Publication , 3) Marketing Management:
Kotler, keller,koshy,jha, pearson Prentice Hall

PGDMM4: INTERNATIONAL MARKETING

I INTERNATIONAL MARKETING : AN INTRODUCTION

- Scope and Size of International Markets
- Conceptual Framework

- Institutional Framework

II ENVIRONMENT OF INTERNATIONAL BUSINESS

- Cultural Environment
- Political and Legal Environment
- Economic Environment

III POLICY FRAMEWORK AND PROCEDURAL ASPECTS

- India's Export-Import Policy
- Export-Import Documentation

IV INTERNATIONAL MARKETING MIX

- International Product Policy and Planning
- International Advertising
- International Pricing Policy
- International Distribution and Sales Policy

V INTERNATIONAL MARKETING PLANNING

- International Market Selection
- International Marketing Research
- International Marketing Planning and Control

REFERENCE BOOK

INTERNATIONAL MARKETING,ASHWATHAPA,(HIMALAYA PUBLICATION)

CHERUNILAM, INTERNATIONAL MARKETING, HIMALAYA PUBLISHING,

PGDMM5 : ADVERTISING MANAGEMENT

I MARKETING COMMUNICATION AND ADVERTISING — BASIC CONCEPTS

- Marketing Communication in Marketing
- Communication-Key Concepts
- Indian Media Scene

II ADVERTISING CAMPAIGN PLANNING AND EXECUTION

- Planning Communication Strategy
- Advertising Campaign Planning — Strategic Consideration, Creative Consideration
- Advertising Creativity : Campaign Planning and Execution
- Advertising Research - Role and Trends
- Measuring Ad Effectiveness - Definitions and Techniques

III MEDIA PLANNING CONCEPTS

- Media Concepts, Characteristics and Issues in Media Planning
- Media Selection, Planning and Scheduling
- Internet as an Emerging Advertising Media

IV MARKETING COMMUNICATION FORM

- Managing Sales Promotion
- Direct Marketing
- Publicity and Public Relation
- Social Marketing Communication

V STRATEGIES FOR ADVERTISING AGENCIES

- Function and Structure of Ad Agencies
- Managing Client Agency Relationship
- Strategies for Account Management
- Legal and Ethical Issues in Advertising

VI CASE STUDIES

REFERENCE BOOK

- 1) Advertisement & Sales Promotion, A.K. Mishra, Himalaya Publication
- 2) ADVERTISING & SALES PROMOTION S.A CHUNAWALA

PGDMM6 : MARKETING OF SERVICES

I SERVICES MARKETING — AN INTRODUCTION

- Services Marketing - Conceptual Framework
- Role of Services in Economy
- International Trade in Services, The WTO and India
- Consumer Behaviour for Services

II SERVICES MARKETING MIX

- Product and Price
- Place and Promotion
- Extended Marketing Mix

III STRATEGIC ISSUES

- Service Quality
- Managing Capacity/Demand
- Retaining Customers

IV SECTORAL APPLICATIONS - I

- Financial Services

- Hospitality and Tourism Services
- Health Services
- Case Study on Financial Services Marketing

V SECTORAL APPLICATIONS - II

- Educational Services
- Professional Services
- Telecommunication Services
- Product Support Services
- Case Studies

REFERENCE BOOK

- 1) Service Marketing, Vasanti venugopal, Himalaya Publication
- 2) C. Lovelock, J. Chatterjee , “Service Marketing” , Pearson Education

PGDMM7 : MARKETING RESEARCH

I M R CONCEPTS AND DESIGN

- M R Meaning and Importance, Research Process
- Organisation of Marketing Research In India
- Research Design

II DATA COLLECTION

- Data Collection
- Sampling
- Questionnaire Design and Development
- Attitude Measurement and Scaling

III DATA PROCESSING AND ANALYSIS

- Qualitative Research - Meaning, Scope and Methodologies
- Data Processing - Coding, Tabulation Data Presentation
- Description and inference from Sample Data
- Analysis of Association

IV MULTIVARIATE ANALYSIS

- Regression Analysis, Discriminant Analysis and Factor Analysis
- Conjoint Analysis
- Cluster Analysis and Multi-dimensional Scaling

- Applications of Marketing Research in India — Some Case Studies

REFERENCE BOOK

- 1) MARKETING RESEARCH:AN APPLIED ORIENTATION Naresh K. Malhotra,Pearson Publication
- 2) Boyd, Westfall & Stasch: Marketing Research

PGDMM8 : RURAL MARKETING

I RURAL MARKETS – AN OVERVIEW

- Rural Markets in India
- Understanding Rural Environment

II UNDERSTANDING THE RURAL CONSUMER

- Differential Aspects of Buying Behaviour, Major influences on rural, Buying Behaviour
- Trends in Consumer Behaviour
- Rural Marketing Research

III PRODUCT AND PRICING DECISIONS FOR THE RURAL MARKETS

- Product Development, adoption process and modification decision
- Pricing decision

IV MANAGING THE PROMOTION

- Understanding Rural Media and Current Opportunities
- Message Design & Development for Rural Market
- Rural Promotion Effort

V ACCESSING RURAL MARKETS

- Physical Infrastructure and Dynamics of Distribution process
- Participants in the rural distribution process behavioural dimensions
- Physical Distribution Processes

VI UNDERSTANDING RURAL MARKETING PROCESS – CASE STUDIES

PGDMM9 : RETAIL MANAGEMENT

I AN OVERVIEW OF RETAILING ENVIRONMENT

- Introduction to Retailing
- Evolution of Retail Environment
- Formats of Retailing Environment

II RETAIL PLANNING AND DEVELOPMENT

- Understanding the Retail Customer
- Marketing Research for Retailing
- Strategic Retail Planning Process
- Locational Decisions
- Growth Strategies

III RETAIL MIX

- Product Merchandise
- Pricing
- Promotions and Communication Mix
- Atmospheric

IV RETAIL OPERATIONS

- Sourcing
- Financial Management Issues in Retailing
- Organisation Structure and Management of Human Resources
- C R M
- Monitoring and Controlling Retail Operations

V ISSUES IMPACTING RETAIL BUSINESS IN INDIA

- Legal and Security Issues in Retail
- Ethical Dimensions
- Technology in Retailing
- Non-Store Retailing

COUNSELING AND STUDY STRUCTURE

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self study	Practical	Assignments
Semester I (Choose any three courses)								
1	PGDMM 1	Consumer Behaviour	6	180	24	102	-	54
2	PGDMM 2	Sales and Distribution Management	6	180	24	102	-	54
3	PGDMM 3	Product and Brand Management	6	180	24	102	-	54
4	PGDMM 4	International Marketing	6	180	24	102	-	54
5	PGDMM 5	Advertising Management	6	180	24	102	-	54
Semester II (Choose any two courses)								
6	PGDMM 6	Marketing of Services	7	210	28	119	-	63
7	PGDMM 7	Marketing Research	7	210	28	119	-	63
8	PGDMM 8	Rural Marketing	7	210	28	119	-	63
9	PGDMM 9	Retail Management	7	210	28	119	-	63

STUDY MODULES AND BOOKS INFORMATION

Course Code	Name of the Course	Books / Modules to be used
Semester-I		
PGDMM 1	Consumer Behavior	• IGNOU MODULE MS 61
PGDMM 2	Sales and Distribution Management	• IGNOU MODULE MS 62
PGDMM 3	Product and Brand Management	• IGNOU MODULE MS 63
PGDMM 4	International Marketing	• IGNOU MODULE MS 64
PGDMM 5	Advertising Management	• IGNOU MODULE MS 65
Semester-II		
PGDMM 7	Marketing of Services	• IGNOU MODULE MS 66
PGDMM 8	Marketing Research	• IGNOU MODULE MS 68
PGDMM 9	Rural Marketing	• IGNOU MODULE MS 11
PGDMM 10	Retail Management	• IGNOU MODULE MS 12

DATE SCHEDULE & INSTRUCTIONS FOR SUBMITTING ASSIGNMENTS

DUE DATE OF SUBMISSION OF ALL ASSIGNMENTS AT THE STUDY CENTRE		
Semester	Assignment No.	Due Date
First Semester	PGDMM 1 PGDMM 2 PGDMM 3 PGDMM 4 PGDMM 5	<ul style="list-style-type: none"> • April 30 (for January Session) • October 31 (for July session)
Second Semester	PGDMM 7 PGDMM 8 PGDMM 9 PGDMM 10	<ul style="list-style-type: none"> • October 31 (for July Session) • April 30 (for January session)

Note: Assignments of the course are available for download at the CVRU Website <http://www.cvrु.ac.in> . You can download the assignments as per your course, follow the instructions given and submit it before due dates at the study centre.