



# ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

Reaccredited 'A+' Grade by NAAC(CGPA:3.68/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

## Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. V Semester

Group B Marketing

Subject- Advertising and Sales Management

Paper- Core

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	With the rigorous curriculum students will involve as highly innovative and committed professionals with strategic marketing and communication skills required for effective selling.	U, A
CO 2	Student will be aware of developing and managing dynamic customers and business relationships.	K
CO 3	Students will be groomed with customer centric creative thinking and strong communication to be effective in the area of marketing and sales.	U
CO 4	Open up to the numerous future possibilities of higher education as well as of getting placed with reputed corporate in the country.	U, A

	Credits	Marks		Total Marks
		Internal	External	
<b>Theory</b>	6	40	60	<b>100</b>

### Evaluation Scheme

	Marks	
	Internal	External
<b>Theory</b>	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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## Content of the Course

### Theory

Maximum Marks: 60

Units	Topics
I	<b>Advertising-</b> Introduction, Concept, Scope, objectives and functions of advertising. Role of advertising in marketing mix and the advertising process legal, ethical and social aspect of advertising.
II	<b>Pre-launch Advertising Decision-</b> Determination of target audience, Advertising media and their choice. Advertising Measures, layout of advertising and advertising appeal.
III	<b>Message Design and Development-</b> Advertising copy development, types of appeal, Advertising copy testing. Measuring Advertising Effectiveness - Managing advertising agency client relationship, promotional scene in India. Techniques for testing advertising Effectiveness.
IV	<b>Personal Selling</b> -Meaning and importance of personal selling Advertising and sales promotion. Methods and procedure of personal selling. <b>Control process-</b> Analysis of sales volume, Costs and profitability managing expenses of sales personnel evaluating sales force performance.
V	<b>Sales Organization</b> -Setting up a sales organisation, planning process, principles of determining sales organization. Sales Planning- Importance and types of sales planning, sales planning process, sales forecasting, determining sales territories, sales quota and sales budget.

## References

- Philip Kotler, Kevin Lane Keller, Alexander Chervev, Jagdish N. Sheth G. Shainesh, Marketing Management, Pearson India Education Service Pvt. Ltd, 16th Edition, 2022
- C.N. Sontakki, Neeti Gupta, Anuj Gupta, Marketing Management, Kalyani Publishers, New Delhi
- Pillai R. S. N., Marketing Management, S Chand & Co Ltd.



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## Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. V Semester

Group B - Marketing

Subject- Consumer Behaviour

Paper – DSE I

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Create understanding about basic concepts and models of consumer behaviour.	U
CO 2	Understand the process of consumer decision making.	U,K
CO 3	Determine how marketing strategies can be adapted to meet the ways in which consumers perceive, select, and buy.	U
CO 4	Understand the Opinion leadership and reference group influence .	U, Analyze
CO 5	Familiarize with the consumer protection mechanism.	U

### Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	4	40	60	100

### Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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## Content of the Course

### Theory

Maximum Marks: 60

Units	Topics
I	Introduction to Consumer Behavior, Concept, Scope and their applications, Information search Process, Evaluative Criteria and Decision Rules, Building Customer satisfaction.
II	Consumer Decision Making Process, Four views of Consumer decision rules: Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making Nicosia Model.
III	Consumer attitude and change, Influence of personality and self- concept on buying behavior, Diffusion of innovations, Diffusion Process, Adoption Process
IV	Reference group influence, Opinion leadership, Industrial buying behavior, CRM and Consumer Protection.

## References

### Text Books:

- Consumer Behaviour, Schiffman L.G., Kanuk
- Chunnawala: Consumer Behaviour, S. Chand Publications, New Delhi
- Kazami and S. Batra Satish: Consumer Behaviour Excel Book, New Delhi
- Consumer-behaviour- Michael R Soloman



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## Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. VI Semester

Group B - Marketing

Subject- Retail Management

Paper – Core

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the Fundamental Concept of Retail Management.	U, A
CO 2	Understand the shopper's behaviour.	U,K
CO 3	Understand merchandise Management, visual merchandising	U
CO 4	Understand E- Retailing system E- Payment system.	U, Analyze

### Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

### Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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## Content of the Course

### Theory

Maximum Marks: 60

Units	Topics
I	Fundamentals of Retail Management: Basic concept of Retailing, Types of Retailer, Multi-Channel Retailer organize retailability organized Retailing in India, Retail Market Strategy, Retail Format and target market, Growth Strategies, Pricing Strategy Consumer behaviors, Determinants of consumer Marketing strategy, consumer decision making Process, Organizational consumers Behavior, Post purchase behavior Service Retailing-Importance of service retailing and its Challenges. Consumer Behavior in Services zone of Tolerance, Service Perception and Expectation, Service strategy, Service triangle, marketing mix, Marketing segmentation.
II	Merchandise Management: Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control, Pricing Strategy. Basics of Visual Merchandising, Retail Store site and design, Store layout, Image mix, Store Exterior and Interior, Color Blocking, Signage and Understanding Material Planograms .
III	E-Retailing: Introduction: The concepts of E-Commerce, E Business and E-Marketing Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. ECommerce applications: Consumer Applications, Organization Applications, Procurement—Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce--Business Models: B2B, B2C, C2C, B2 Government, Government to Government.
IV	E-Marketing: Information Based Marketing, E-Marketing Mix — Cost, Connectivity ,Convenience, Customer, interface, Speed of delivery—Web retailing, Process of website development. E-Retailing / reverse marketing. Electronic Payment Systems:
V	Electronic payment systems- Prepaid E-payment systems, Post—paid E-payment systems, E-Cash or Digital Cash, E-Cheque, Credit cards. Smart Debit Cards.



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## References

- Michaelacy, Barton A Weitzand Ajay Pandit, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
- KVC Madaan, Fundamental of retailing, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
- Swapna Pradhan, Retail management, Tata Mc Graw Hill Education Pvt.Ltd New Delhi.
- K. Rama Mohana Rao: Services Marketing, Pearson, 2 Ed. New Delhi.
- Valeri eithmal, ary J Binter, Dwayne D Gremler and Ajay Pandit: Services Marketing, Tata McGraw Hill, New Delhi
- Kalakota& Winston-Frontier of E-commerce, Pearson Education



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## Faculty of Management

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B.B.A. VI Semester

Group B - Marketing

Subject- Marketing and Services

Paper – DSE I

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Improve knowledge about marketing of services.	U, A
CO 2	Understanding of the concept of service consumer behaviour.	U,K
CO 3	To impart knowledge about strategic- issues.	K
CO 4	In service marketing and challenges.	U

### Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	4	40	60	100

### Evaluation Scheme

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## Content of the Course

### Theory

Maximum Marks: 60

Units	Topics
I	Introduction to Service Marketing : Meaning, definition, characteristics, components, Classification of Service Marketing, Factors leading to a Service Economy.
II	Service Consumer Behaviour : Understanding the service Customer as a Decision maker, Customer purchase is Associated with risk, How service customers Evaluate the service. The service customer Decision process and the Decision making process in the service sector, Components of customer expectations, service Expectations. Service Quality dimensions.
III	The Service Delivery Process: Managing Service Encounters, Common encounter situations for satisfactory Outcomes, Service Failure, Service Recovery, Customer Retention and Benefits.
IV	Strategic Issues In Service Marketing : Market Segmentation in the Marketing Of Services, Target Marketing, Positioning of Services- How to Create a Positioning Strategy. Developing and Maintaining Demand and Capacity.

## References

- Balaji Dr. B- “ Service Marketing & Management ” S. Chand Publication, New Delhi.
- Ravishanker “Service Marketing & Management in India Perspective” Excel book Publication.



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B.B.A. VI Semester

Group B- Marketing

Subject- International Marketing

Paper – DSE II

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Develop an understanding of and an appreciation for basic international marketing concepts, principles, and terminology.	U, A
CO 2	Be able to demonstrate an awareness and knowledge of the impact of environmental factors on International marketing.	K
CO 3	Recognize and remember various International pricing strategies and Understand the International Payment Methods.	U
CO 4	Understand and Evaluate International Distribution Channel and be aware of Global Logistic Approach.	U, Analyze

### Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
<b>Theory</b>	4	40	60	<b>100</b>

### Evaluation Scheme

	Marks	
	Internal	External
<b>Theory</b>	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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## Content of the Course

### Theory

Maximum Marks: 60

Units	Topics
I	Historical background on International Marketing in India. International Marketing Definition, Nature & Scope of international market, Domestic Marketing v/s International Marketing, Decision Relating Entry in the Foreign Market
II	Product Planning for International Market, Product Designing, Advertising. International Business Environment- Economical, Socio-Cultural and Political. Branding and Packaging.
III	International Pricing- Factors Influencing International Price, Pricing process and methods, International Price Quotation and Payment Conditions. Methods of payment in International market.
IV	International Distribution Channels- Functions, Types of channels and Logistics decisions. Selection and appointment of Foreign Agent.

### References

- Dr. P .K Jain: International Marketing.
- Jain S.C.: International marketing CBS Publications, New Delhi.
- Vasudev PK: International Marketing, Excel Books, New Delhi.
- Rathore VS: International Marketing,
- Jain SC : International Marketing, Sahitya Bhawan Publication, Agra.