

MBA: Semester-IV

Paper MGMTM-404M: SALES & DISTRIBUTION MANAGEMENT

Objectives

- The course exposes the students to a wide range of activities and sub-activities involved in the field of Sales & distribution management
- It attempts to equip them with skill sets required to handle this marketing sub-function dexterously.
- To apprise the student with the detailed conceptual and functional aspects of Sales management.
- To augment and reinforce conceptual learning with application in a real corporate framework.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Make students aware about the concept of sales management and personal selling.
CO2:	Learn the fundamentals of recruiting, selecting and building a performing team of sales personals.
CO3:	Understand the fundamentals of distribution of a physical product in order to serve the customers with his convenience.
CO4:	Understand the aspects of Distribution management as logistic control and managing the entire supply chain of a physical good.
CO5:	Learn the modern ways and tools in sales management.

Curriculum

Unit I: Sales Management & personal selling

- Conceptual understanding, Sales objectives, Importance
- Personal selling: Buying decision process, Classification of buyer accounts, Personal selling process, Selling methods
- Sales forecasting, budgeting, Territories, Quotas

Unit II: Sales force management

- Need assessment, Recruitment, Selection
- Sales organization structures
- Sales force development: Training, Motivating, Compensating

- Sales force control mechanism

Unit III: Distribution management:

- Importance, Types of distribution channels, Channel decisions
- Selecting & motivating distribution channel partners
- Distribution channel cost control
- Retailing explored
- Wholesaling explored

Unit IV: Logistics & Supply Chain Management:

- Logistics: Conceptual understanding
- Functional areas of Logistics management
- Key decision areas of logistics management:
 - Inventory management
 - Warehousing
 - Transportation
 - Merchandize shrinkage/theft

Unit V: Recent trends in Sales management:

- Sales Management Information system
- Relationship marketing
- E-selling/e-marketing/Selling with internet leverage
- Direct marketing
- International Sales Management

Recommended book:

- Still Richard R, Cundiff Edward W and Govoni Norman A P, *Sales Management Decisions, Strategies and Cases*, Prentice Hall of India Pvt. Ltd., New Delhi, 5th Ed., 2008.

Reference books:

- Havaldar Krishna K and Cavale, Vasant M, *Sales and Distribution Management Text and Cases*, Tata McGraw Hill Education Pvt. Ltd. , New Delhi, 2009.
- Gupta S L, *Sales and Distribution Management Text & Cases An Indian Perspective*, Excel Books, New Delhi, 2005.

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Paper MGTM-405 M: BRAND MANAGEMENT

Objectives

- To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management.
- To equip the students with the various dimensions of product management such as product-line decisions, product platform and product life cycle.
- To provide a framework to understand the new product development process, the organizational structures for new product development and product management functions within an organization.
- To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.
- To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.
- Finally, students shall apply these learning of Branding concepts and tools to the realities of businesses.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Understand the context of Marketing and brand and how a product moves from a commodity to a brand.
CO2:	Distinguish between organizational point of view about the brand vs customers point of view towards the brand.
CO3:	Understand the role of advertisement in building a brand as well as decision about various elements in branding.
CO4:	Learn to compare and manage the strategies for the branding.
CO5:	Learn to engage the customers and sustain the brand for the long run.

Curriculum

Unit-I: Introduction to Brand Management – Basics of BM

- Career Flow & job Profile of BM : A Practical look towards Brand , The Brand, History of Brand Management.
- Product : Level, Classification, differentiation and Hierarchy, PLC Strategies, New Product Development,
- Brand and its types and Success and failure of Brands,
- Managing Tangibility & Intangibility, Brand Attributes & Identity,
- Product to Brand : Building Brands & Brand Positioning, Brand name decisions.

Unit-II: Customer Based Brand Equity (CBBE)

- Brand Positioning : Brand Awareness, Brand Image, Brand personality.
- Brand Equity
- Case Study- Brand Culture at P&G

Unit-III: Brand Association

- Choosing Brand Elements to build Brand Equity, Role of Advertisement in Branding

Unit-IV: Brand extension and Branding Strategies

- Brand architecture, Brand Portfolio and Brand Hierarchy
- Designing Branding Strategy
- Branding opportunities and challenges

Unit-V: Growing and sustaining Brand Equity

- Managing Brand overtime : Brand Value, Brand Loyalty
- Brand Audit exercise + Why Brand Fails

Recommended book:

- Aaker, David, A. Managing Brand Equity. New York, Free Press, (Latest Edition)

Reference books:

- Harsh V. Verma (Latest Edition) “Brand Management”, EB Publications, New Delhi.
- Jean-noel Kapferer (2009): “*Strategic Brand Management- Creating and sustaining Brand Equity Long Term*”, Kogan Page India Pvt.Ltd., New Delhi , India. 2nd edition
- Kevin Lane Keller, A.M.G Parmeshwaran, Issac Jacob: “Strategic Brand Management”, Pearson Education Publications, New Delhi.
- Matt haif, (2011): “*Brand Failures- The truth about the 100 Biggest Branding Mistakes of All Times*”, Kogan Page India Pvt.Ltd., New Delhi , India
- Matt haif, (2011): “*Brand Success- How the World’s 100 Brands Thrive and Survive*”, Kogan Page India Pvt.Ltd., New Delhi , India

MBA: Semester-IV
Paper MGTM-406M: E-MARKETING

Objectives

- The course describes the internet and the various business models employed in online marketing.
- It explores methods for conducting online market research and developing competitive intelligence for an organization.
- The detail processes for planning and implementing comprehensive e-marketing strategies using alternative online pricing strategies, Web-based advertising and promotion, and internet distribution channels.
- E marketing also considers other critical issues such as customer acquisition and retention, customer relationship management (CRM), and the challenges faced by firms in the application of e-marketing strategies in global markets.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Understand the context of e-Marketing in this digital era of business.
CO2:	Understand the various environmental aspects as well as the legal and ethical challenges to e-marketing.
CO3:	Understand the various factors to be considered in designing the e marketing strategy for a business.
CO4:	Learn to compare and manage the 4 Ps of marketing in e-marketing functions.
CO5:	Learn to engage the customers by using e-marketing tools.

Curriculum

Unit I: E-Marketing in Context

Past, Present, and Future

Strategic E-Marketing and Performance Metrics

The E-Marketing Plan

Unit II: E-Marketing Environment

Building Inclusive E-Markets

Ethical and Legal Issues

Unit III: E-Marketing Strategy

E-Marketing Research

Consumer Behaviour Online

Segmentation, Targeting, Differentiation, and Positioning Strategies

Unit IV: E-Marketing Management

Product: The Online Offer

Price: The Online Value

The Internet for Distribution

E-Marketing Communication Tools

Unit V: Customer engagement strategies

Engaging Customers with Social Media

Buying Digital Media Space

Customer Relationship Management

Recommended book:

- Strauss, J., & Frost, R. (2012). *E-Marketing* (6th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Reference books:

- Creating a Winning E-Business, Second Edition, Thompson - Course Technology.