

Ph. D (C&B) RURAL MARKETING MANAGEMENT
COURSE CURRICULUM AND SYLLABI
2022



KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT
VELLANIKKARA, KAU PO, THRISSUR – 680 656

DEPARTMENT OF RURAL MARKETING MANAGEMENT

Ph. D . (C&B) RURAL MARKETING MANAGEMENT

TOTAL CREDIT REQUIREMENT

<i>Sl. No.</i>	<i>Course particulars</i>	<i>Minimum credit requirement</i>
1	Major Subjects	12
2	Minor Subjects	06
3	Supporting courses	05
4	Seminar	02
Total course work		25
6	Research	75
Total credits		75+25=100

Ph. D . (C0-OPERATION & BANKING) RURAL MARKETING MANAGEMENT

1. Major Subjects (Minimum 12 credits)

Sl.No.	Catalogue No.	Course	Credit
1	Mmgt 601	Marketing research and information system	2+1
2	Mmgt 602	Advances in consumer behaviour	3+1
3	Mmgt 603	Agri-business marketing strategies and techniques	3+1
4	Mmgt 604	Strategic marketing management	2+1
5	Mmgt 605	Supply chain management in agri-business	2+1
6	Mmgt 606	Integrated Marketing communications	2+1
7	Mmgt 607	Customer Relationship Management	2+1
8	Mmgt 608	Hospitality Management and Relationship Marketing	2+1
9	Mmgt 609	Retail management	2+0
10	Mmgt 610	Operations research in marketing	2+1
11	Mmgt 611	Strategic Brand management	2+1

2. Minor Subjects (Minimum 06 credits)

* The subject closely related to the above identified area may be selected from the major subjects offered in Ph.D.Agricultural Extension/ Ph.D . Agricultural Economics/MBA in Agri-business Management

3. Supporting Courses (05 credit)

4. Seminar (2 credit)

Sl. No.	Catalogue No.	Course	Credit
12	Mmgt 691	Seminar I	0+1
13	Mmgt 692	Seminar II	0+1

6. Research

Sl. No.	Catalogue No.	Course	Credit
14	Mmgt699	Research	75

1. Major Subjects

1) Mmgt 601 **MARKETING RESEARCH & INFORMATION SYSTEM** (2+1)

Objective

To provide analytical input to students with respect to data collection, compilation, interpretation, and presentation of basic and applied research in marketing.

Contents

UNIT I

MR concepts and design – meaning and importance, research process – organizations of marketing research in India – research design.

UNIT II

Data collection – data collection – sampling – questionnaire design and development – attitude measurement and scaling. Data processing and analysis – qualitative research, meaning and scope methodologies – data processing – coding, tabulation, data presentation – description and inference from sample data – analysis of association.

UNIT III

Multivariate analysis – regression analysis, discriminant analysis and factor analysis – conjoint analysis – cluster analysis and multi-dimensional scaling – applications of marketing research in India.

UNIT IV

Information for decision making – conceptual foundations of information systems – information resource management. System development – overview of systems analysis and design. Computer network and data communications – trends in information technology – hardware, software, data communication concepts.

UNIT V

Managing corporate data resources – organizing data – relational data base management systems. Social dimensions of computerization. Media planning concepts – media characteristics, media planning and scheduling, media buying. Marketing communication form – sales promotion – direct marketing – publicity and public relation – social marketing communication.

Practical.

Applications of marketing research in India(both rural & urban marketing) – case studies – aspects of information technology and policy making – computerization of IFFCO. Developing market intelligence & information system for selected agri-business and co-operative organisations.

Suggested readings

1. Harper W. Boiyd, Ralph West Fall & Stanley F. Stasch. (2005). *Marketing research* – text and cases, Irwin Publishers

2. G.G. Beri. (2004). *Marketing Research – text and cases*, Tata Mcgraw Hill)
3. Ronald M. Weiers, *Marketing Research*. (2004). Prentice Hall Co.
4. David J. Luck & Ronald S. Rubin. (2005). *Marketing Research*, Prentice Hall.
5. Kinnear & Taylor (2002) *Marketing Research – An applied Approach*, Tata Mcgraw Hills Inc. New York.
- 6 Tull & Hawkins (2002) *Marketing Research: Measurement & method*. Prentice Hall of India Ltd. New Delhi.
- 7 Nargundkar, Rajendra: *Marketing Research- Text and Cases*, Tata McGraw Hill, New Delhi 2004.
1. Green, Paul E. , Donald S. Tull and Gerald Albaum (1998): *Research for Marketing Decisions*, Prentice Hall of India, New Delhi.
10. Hair , Joseph: (2005) *Marketing Research*, Tata Mc Graw Hill, New Delhi
11. Malhotra, Naresh: *Marketing Research*, Prentice Hall of India, new Delhi 2002.
12. Luck, David and Donald Rubin: *Marketing Research*, Prentice Hall of India, New Delhi 2006.
13. Donald S .Tull , Dell Hawkins , *Marketing Research , Measurement & Methods* , Prentice Hall of India, New Delhi 2008

2) Mmgt 602

ADVANCES IN CONSUMER BEHAVIOUR

(3+1)

Objective

To equip the students to undertake consumer behaviour studies on selected areas in rural marketing management.

Contents

UNIT I

Consumer behaviour : Its origin and strategic applications -Consumer behaviour – nature, scope and application, consumer behaviour and life style marketing.

UNIT II

The consumer as an individual- consumer motivation –personality & consumer behaviour – consumer perception-consumer learning – consumer attitude formation & change

UNIT III

Organizational buying behaviour. Understanding consumers and market segments – research in consumer behaviour, history of consumer research, consumer research strategies, methods and tools. Modeling consumer behaviour – learning model, psycho-analytical model, need – hierarchy model, consumption behaviour based on economic theory, concepts of utility function.

UNIT IV

Environmental influence on consumer behaviour – culture, sub-culture, social class, family, family life cycle and buying roles, social groups, reference groups, group influence and opinion leadership

UNIT V

Consumer decision making process – types of consumer decision, process model, problem recognition, information search behaviour, information processing, alternative evaluation, choosing and consuming.

UNIT VI

Buying process and post-purchase behaviour – behaviour related to purchase, in store purchasing, in house shopping motivation, post-purchase evaluation, post-purchase dissonance. Application and adoption of various consumer behaviour models to situations, studies on selected groups of rural consumers and their behaviour.

Practical:

Application and adoption of various consumer behaviour models to situations, studies on selected groups of rural consumers and their behaviour Application and adoption of various consumer behaviour models to situations, studies on selected groups of rural consumers and their behaviour. Studies on organisational and household decision making.

Suggested readings

1. John A. Howard. (2005). Consumer behaviour in marketing strategy, Prentice Hall. NewDelhi.
2. Hoyel MacInnis. (2006). Consumer behaviour, Educational Publishers.
3. Walters and Bergiel. (2003). Consumer behaviour, a decision making approach, South Western Publishing Co. Chicago.
4. Lack Rubin. (2005). Marketing Research, Prentice Hall. New Delhi
5. Peter M. Chisnall. (2004). Marketing: A Behavioural Analysis, the McGraw- Hill Publishing House. New Delhi.
6. Michael R. solomon .(2003) Consumer behaviour buying, having, and being, Prentice Hall. New Jersey.
- 7 Leon G.Schiffman, Leslie Lazar Kanuk, Consumer Behavior , Prentice Hall. New Delhi-2008

3) Mmgt 603 AGRI-BUSINESS MARKETING – STRATEGIES AND TECHNIQUES (3+1)

Objective

Give a background knowledge of the structural dimension of agri-busines marketing in India.

Contents

UNIT I

Understanding Marketing Management – introduction, marketing task, scope of marketing, marketing concept & tools, company orientation towards the market place, production concept, products concept, selling concept, marketing concept, social marketing concept.

UNIT II

Field of modern agribusiness marketing management – Scanning the agribusiness marketing environment – micro and macro marketing environment, analysing the needs and trends in the macro environment, identifying and responding to the major macro environment forces like demographic, economic, natural, political, legal and sub-cultural environment.

UNIT III

Analysing agribusiness marketing opportunities – gathering information and measuring market demand, components of a modern marketing information system, internal records, marketing intelligence, marketing research and marketing decision support system.

UNIT IV

Market and market structure of agricultural products – market integration, marketing efficiency, marketing costs and price spread, Government intervention and its impact of agri-business firm - role of APMCs, SAMBs, FCI, NAFED, Commodity Board etc.

UNIT V

Identifying market segments and selecting target markets – levels and patterns of market segmentation, segmenting consumer and business markets, market target.

UNIT VI

Developing marketing strategies – marketing situation analysis, marketing management policy and planning, market mix elements; product, price, promotion and physical distribution. Product strategies – product planning, product mix, product line, product brand, packaging and service decisions, product differentiation, service differentiation personnel differentiation, channel differentiation and image differentiation, product positioning, developing and communicating a positioning strategy, concept of product life cycle, challenges in new product development.

UNIT VII

Pricing strategies – selecting and pricing objective, determining demand, estimating cost, setting pricing method; setting final pricing, adapting the price, geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing, initiating and responding to price changes. Promotion – meaning, definition, objectives and concept of promotion mix (since a separate paper on Marketing Communication is offered in a later semester, a detailed study of promotion is not expected in this paper).

UNIT VIII

Physical distribution strategies – channels of distribution, channel management decisions, managing retailing, wholesaling and market logistics. Personal selling – direct marketing, Business to Business (BOB) marketing - Role of Self-Help Groups in agri-business marketing.

Practical

Application and adoption of various product, price & promotion strategies to selected agri-business organizations in Kerala . studies pertaining to role of self-help groups in agri-business marketing.

Suggested readings:

1. William J. Standton. (1999). Michael J. Etzel and Bruce J. Walker *The Fundamentals of Marketing*, Mc Graw – Hill Inc., New York.
2. Philip Kotler. (2003). *Marketing Management*, , Printice Hall of India, New Delhi.
3. Enis Cox Mokwa. (2000). *Marketing Classes*, Printice Hall, New Jersey.

4. Rachman. (2003). *Marketing Today*, CBS College Publishing, New York.
5. S.S. Acharya and N.L. Agarwal. (2004). *Agricultural Marketing in India*, Oxford IBH, New Delhi.
6. Sanalkumar, Velayudhan. (2000). *Rural Marketing - Targeting the Non-Urban Consumer*, Response Books, New Delhi.
7. Kuchi Sayula. (1999). *Rural Marketing in India*, Anmol Publications, New Delhi.
8. Richard I. Kohls and Joseph, N. UNL. (2004). *Marketing of Agricultural Products* Mac Millan Publishing Company, New York.

4) Mmgmt 604

STRATEGIC MARKETING MANAGEMENT

(2+1)

Objective

To expose the students to develop appropriate marketing strategies in a competitive business environment

Contents

UNIT I

Strategic Marketing Management- An overview, Understanding strategic marketing management and strategic options – Dynamic business avenues – getting closer and customer – product/service innovation

UNIT II

Developing strategies for competitive advantage – competing in global market. Business strategy and competitive advantage – Managing Environmental turbulence, strategy for competing, competitive advantage, business strategy, strategic analysis and strategy selection.

UNIT III

Process for developing market – driven strategies – marketing strategy formation – characteristics of strategic marketing decisions – strategic marketing planning process – marketing situation analysis – marketing strategy design – market targeting and positioning strategy, product selection – marketing programme development – strategy implementation and management.

UNIT IV

Assessing the competitive position – understanding competitive market, their structure and attractiveness – assessing advantages. Choosing avenues and advantages – deciding how to compare, where to compare – gaining access to market, responding to global markets.

UNIT V

Renewing the strategy – charting new directions, conditions for successful renewal, setting the growth directions. Strategic role of information – information and competitive advantage, marketing research, artificial intelligence and expert system – issues in managing information.

UNIT VI

Global trends and export marketing strategy for agribusiness in selected products – global trends and emerging challenges – India's export performance and evolving strategies. Ethical issues in strategic marketing. in agri-business marketing.

Practical

Management cases, games and field survey for identifying: (a) Marketing situation analysis for selected rural/urban products, (b) Evaluating small/agri-business opportunities, (c) Capitalizing on opportunities through the marketing mix – Product mix strategy – promotion mix strategy – channel management - pricing strategy – positioning strategy, (d) Market opportunities for consumer services.

Suggested readings

1. George S. Day. (2000).Market Driven Strategy: Processes for Creating Value, The Free Press, A Division of Macmillan, Inc., New York
2. Stenen J. Shaw, John F. Willeborg, Richard E. Stanley. (2002).Marketing Management Strategy – Cases and Problems, Printice Hall, Inc. Bombay
3. Philip Kotler. (2000).Marketing Management. the Millennium Edition, Prentice Hall of India Pvt. Ltd., New Delhi
4. Richard J. Geruson. (2003).A Theory of Market Strategy. Oxford University Press, New York.
5. Ramanuj Manjumdar. (2000).Marketing Strategies – Allied Publishers Ltd., NewDelhi.
1. David W. Carvens. (2001).Strategic Marketing – IRWIN – Home Wood, Boston.

5) Mmgt 605

SUPPLY CHAIN MANAGEMENT IN AGRI-BUSINESS

(2+1)

Objective

To understand strategic importance of supply chain management in agri-business and rural marketing.

Contents

UNIT I

Understanding supply chain management – definition and scope. SCM – a management philosophy, a set of activities, a set of management processes. Consequences of SCM – customer value, customer satisfaction and differential advantage.

UNIT II

Designing Distribution Network and Applications to e-Business- Network design in supply chain- Network design in an uncertain environment.

UNIT III

Planning demand and supply in a supply chain- demand forecasting in a supply chain- planning and managing inventories in a supply chain- designing & planning transportation networks

UNIT IV

Role of marketing in SCM – influence of market concept, market orientation and relationship marketing on SCM. Sales force activities and behaviours in SCM – co-operative behaviours, information sharing, nurturing supply chain relationships – sales person logistics expertise. R&D in SCM – intrafirm R&D, interfirm R&D, supply chain R&D. Supply chain sales forecasting.

UNIT V

Role of production in SCM – intrafirm production, interfirm production, supply chain production. Role of purchasing in SCM – changing role of purchasing, organisation, communication and IT. Role of logistics in SCM – order processing, inventory, transportation, warehousing and networks logistics strategy, capabilities and advantage. IT and SCM – agribusiness environment, intrafirm IT, interfirm IT, supply chain IT.

UNIT VI

Financial issues in SCM – trends in logistics cost, dupont model, supply chain costing. Customer service in SCM – definition of customer service, customer service as a performance outcome, customer responses. Inter – functional co-ordination in SCM – concurrent management, nature of inter-functional co-ordination. Inter-corporate co-operation in SCM – changing markets and SCM, nature of co-operation, outcomes of co-operation. Measuring performance in SCM – conceptual model of measurement, problems with measurers.

Practical.

1. Exercises in supply chain forecasting, supply chain costing etc.
2. Observation and analysis of supply chains of selected organizations
3. Case studies of supply chains

Suggested readings

1. John T. Mentzer. (1999).Supply Chain Management, Response Books, New Delhi
2. Sunil Chopra & Peter Meindas. (2000).Supply Chain Management, Pearson Education
3. Charles C. Pionier. Supply Chain Management, Prest Publishing House
4. Fred A. Kuglin(2004)Customer -Centered Supply Chain Management:alink by link Guide. American Management Association.New york.
- 5.John.T.Mentzer (2005). Supply Chain Management. Sage Publications. New Delhi
2. Sunil Chopra, Peter Meindal –Supply Chain Management – Strategy, planning & Operation-Third edition—2007Prentice Hall ,New Jercey

6) Mmgt 606

INTEGRATED MARKETING COMMUNICATIONS

(2+1)

Objective

To expose the students to the concept, tools & techniques used in integrated advertising, promotion and marketing communications.

Contents

UNIT I

Nature of integrated marketing communications(IMC) – marketing communications: past, present and future – IMC and marketing mix – marketing communications – strategy and its nature

UNIT II

The value of IMC plans-Marketing communications planning, elements of marketing – communications mix –

UNIT III

Corporate image and brand management- Personal selling, advertising, sales promotions, direct marketing, publicity and public relations, sponsorship, exhibitions, corporate identity and corporate image, – promoting the desired image, packaging, branding, merchandising, word of mouth, cyber marketing – internet and online strategies – managing communications mixes – integrated marketing communications.

UNIT IV

IMC Advertising tools- review of advertising management- advertising design – message strategies and executional frameworks- IMC promotional tools- evaluating an integrated marketing programme

UNIT V

Strategic issues in marketing communications. Marketing communications for different types of agribusiness products – rural marketing communications. Global implications for marketing communications – international marketing communications.

Practical

1. Case analysis
2. Observation and evaluation of marketing communication practices of selected organizations
3. Studies on communication effectiveness
4. Visits to organizations specialized in marketing communication
5. Exercises on preparation of advertising copy

Suggested readings

1. P.R. Smith. (2001).Marketing Communications: An Integrated Approach, KOGAN PAGE, London.
2. Alan H. Anderson and David Kleiner. (2003). Result Oriented Marketing Communications, Beacon Books, New Delhi – 110063
1. Paul Smith, Chris Berry and Alan Pulford. (2002). Strategic Marketing Communications, Kogan Page, London.
1. Rossiter and Percy. (1999).Advertisement Communications and Promotion Management, McGraw Hill, New Delhi.
6. Geoprge.E.Belch&Michael A Belch(2002) Advertising And Promotion.Mc Graw Hill.Boston.
7. Kenneth E .Clow, Donald Baack, Integrated Advertising , Promotion and Marketing Communicatiuons, Pearson Prentice Hall-2007

7) Mmgt 607

CUSTOMER RELATIONSHIP MANAGEMENT

(2+1)

Objective

To develop understanding regarding practices issues and emerging trends in Customer Relationship Management in different sectors

Contents

UNIT I

Concept and framework of CRM- CRM as a management tool- components of CRM-stakeholder in CRM

UNIT II

CRM System: Selection and implementation – CRM as an orientation to knowledge management – ownership marketing – types of CRM

UNIT III

Customer recall strategies- call centre management – customer value- customer care management-customer satisfaction-latest developments in customer relations

UNIT IV

CRM in Banking and Insurance Sectors-Role –features –issues – modern tools & techniques in banking –CRM practices in Indian Banks-CRM in Insurance sector- CRM in Co-operative banks- CRM in Manufacturing Organisations- CRM in Tourism- CRM in Hotel industry-CRM in Hospital Services-e-CRM

UNIT V

Emerging trends in CRM – case studies in CRM

Suggested readings

1. Gosney and Boehm ; Customer Relationship Management Essentials-2008 ; PHI learning Private Ltd.New Delhi
2. Shanmughsundaram (Ed.) Customer Relationship Management: Modern Trends and Perspectives(2008) PHI Learning Private Ltd-New Delhi
3. Mukherjee – Customer relationship Management- A strategic approach to marketing (2008) PHI Learning Private Ltd-New Delhi
4. RAI : Customer Relationship Management: Text and Cases(2008) ; PHI Learning Private Ltd-New Delhi
5. Mukesh Chaturvedi and Abhinev Chaturvedi: Customer Relationship Management – An Indian Perspective(2005); Excel Books- New Delhi
6. Subhasish Das: Customer Relationship Management- Excel Books- New Delhi
7. V.Venkata Raman A & G. Somayajulu (Ed) Customer Relationship Management-2005- Excel Books- New Delhi
8. Prasad R.s- Understanding CRM: Present and future (2007). The ICAI University Press - Hyderabad

8) Mmgt 608 HOSPITALITY MANAGEMENT AND RELATIONSHIP MARKETING (2+1)

Objective

To give an insight about the managing of services in hospitality industries.

Contents

UNIT I

Introduction to hospitality industry –characteristics of the hospitality industry-the focus on service -The domain and conceptual foundations of relationship marketing –evolution of relationship marketing. Conceptual and theoretical foundations of relationship marketing – relationship marketing of services.

UNIT II

Hospitality management in selected organisations- tourism- the hotel business-hospitals etc.-Relationship marketing in hotel and rooms division operation- food and beverages division- front office management

UNIT III

Consumer markets – relationship marketing and distribution channels – strategic alliances. Partnering for relationship marketing – relationship marketing in mass markets – memberships, customers and relationship

marketing – affinity partnering: conceptualization and issues – horizontal alliances for relationship marketing – supplier partnering.

UNIT IV

Enablers of relationship marketing – relationship marketing and marketing strategy – organizing for relationship marketing – information technology: Its role in building. Maintaining and enhancing relationships.

UNIT V

Ethical dimensions & Social responsibilities in hospitality management

Practical

Case studies on customer relationship management & hospitality management in selected field.

Suggested readings

1. Jagdish N. Sheth, Atul Parvatiyar (editors) . (2003). Hand Book of Relationship Marketing, Response Books, New Delhi.
2. Christopher, M., Payne, A. and Ballantyne, D. (1991). Relationship Marketing: Bringing quality, customer service and marketing together, Oxford: Butterworth – Heinemann.
3. Buttle F. (Ed.) (1996). Relationship Marketing, Theory and Practice, Liverpool; Paul Chapman.
4. Christopher, H. (2000). Lovelock – Services Marketing, Printice Hall International, UK, London.
5. Adrian Payne (2002) Advances in Relationship Marketing. Kogan Page Ltd. London.
6. John R. Walker- Introduction to Hospitality Management – Pearson Education (Singapore) Pte, Ltd, Indian Branch -2005

9) Mmgt 609

RETAIL MANAGEMENT

(2+0)

Objective

To understand the importance of organised retailing in rural and urban marketing Contents

Contents

UNIT I

The world of retailing – Retail Management- Meaning-Definition-Functions-Importance, Retail Organisation- Classification,-types of retailers – multi channel retailing

UNIT II

Retail Planning and Strategies, Retail Environment, Retail Consumer Behaviour, Retail Store-

UNIT III

Retailing strategy – retail location- Location & Site Evaluation- Product Decision, Branding, Labelling, Stock Management, Retail Pricing & financial strategy-Pricing Strategies & Methods, Retail Communication Mix-Advertising, Personal Selling, Sales Promotion and Publicity, HRD Practices in Retailing.

UNIT IV

Merchandise management- Managing merchandise assortments- merchandise planning system- store management- store layout , design , and visual merchandising and customer service

UNIT V

Retailing Research, Retailing Challenges & Charges- Virtual Store- Retail Tele Marketing, Retailing In India- Trends and Opportunities , Indias Retailing: Strategic Issues and Challenges, International Retailing.

Suggested readings

1. Ron Hasty and James Reardon(1997)
Retail Management – Mc Graw- Hills Companies.
2. Nancy ZIMMERMAN (2000) Today's Retailor: The New Power In Promotion
3. V.V Gopal (2005) , Retail Management. ICFAI University Press
4. K. Suresh (2003) Retailing – Concepts and Cases ICFAI University Press
5. Anshul Kaushesh (2002) Retailing – The Sunrise Sector ICFAI University Press
6. Warren.G.Meyers,E Edward Harris,Donald P.Kohins&James R Stonne(2000) Retail Marketing:for employees,managers & entrepreneurs. Mc Graw- Hills.New York.
7. Michael Lewy, Barton A Weitz, Ajay Pandit- Retailing Management- Tata Mc Graw – Hill publishing company Ltd, 7 West Patel nagar, New Delhi-2008

10) Mmgt 610

OPERATIONS RESEARCH IN MARKETING

(2+1)

Objective

To give an awareness in the application of OR in marketing management

Contents

UNIT I

Introduction to operation research –history of OR- definitions of OR- Models and modeling in OR

UNIT II

Methods of measurement – decision making in Agribusiness organizations – marketing in the context of company strategy – Or in marketing – the state of the art – models of market structure –allocation of marketing budget

UNIT III

Static models – models of market response – marketing games – marketing simulation – stochastic models of consumer response – Markov Models – Learning Models – advertising decision – determination of advertising goals – determination of advertising budget – media mix, copy themes – pricing decisions

UNIT IV

Economic models – econometric models – competitive models – distribution decision – measures of cost and availability – personal selling decisions – size of personnel – allocation of sales effort overtime and geographical areas

UNIT V

New product decision – demand model – cost model – profit model – uncertainty model – decision model – implementation of new product decision – MIS – components – MIS designs – prospective development in OR in Agribusiness marketing.

Practical

Application of models in field situations- Developing MIS for selected organizations and farms.

Suggested readings

1. An Introduction to Operations Research, C. W. Churchman, R.L. Ackoff, E.L. Amoff (2006)
2. Operations Research and Management Science in Marketing J. Bliashberg, Gary L.Lilien (2006)
3. Operations Research, V.K. Kapoor(2004)
4. Operations Research Models & Methods , Paul A. Jenren & Jonathan F. Bard (2005)
5. Rodger,Leslie.W.(1996)Statistics For Marketing. .Mc Graw Hill. Boston

11) Mmgt 611

STRATEGIC BRAND MANAGEMENT

(2+1)

Objective

To give an insight to the strategic significance of building , maintaining and positioning local /national / global brands in a competitive marketing environment.

Contents

UNIT I

Brand & Brand Management– meaning, definition, brand value, Brand equity – meaning, issues in managing brand equity. Brand loyalty – measurement, strategic value and maintaining and enhancing loyalty. Brand awareness – pyramid of brand awareness, means of achieving awareness. Perceived quality – value of perceived quality – dimensions of perceived quality, matching perceptions with actual quality.

UNIT II

Identifying and establishing Brand positioning and values- associations, image and positioning, value creation by brand associations, types of associations.

UNIT III

Planning and implementing brand marketing programmes-Choosing brand elements to build brand equity- Designing marketing programs to build brand equity- integrate marketing communications to build brand equity.

UNIT IV

Measuring and interpreting brand performance- Developing a brand equity measurement and management system- measuring sources of brand equity : capturing customer mind-set- measuring outcomes of brand equity : capturing market performance.

Leveraging secondary brand associations to build brand equity Measurement of brand associations – indirect approaches, the decision process, scaling brand perceptions. Selecting, creating and maintaining associations, names, symbols and slogans.

UNIT V

Brand extensions – strategy considerations. Revitalizing the brand – increasing usage, finding new uses, entering new markets, repositioning the brand, augmenting the product/service, obsoleting existing products. Global branding – meaning of a global brand, targeting a country, analyzing the context.

Practical

1. Field study on brand awareness, brand loyalty, brand extensions etc.
2. Case analysis related to various dimensions of brand equity management
3. Observation and analysis of brand positioning strategies of selected organizations

Suggested readings

1. David A. Aaker,(2001) *Managing Brand Equity*, The Free Press, New York.
2. John Murphy, (2004)*Brand Evaluation (Edited)*, Hutchinson Business Books,U.K.
3. Jagdeep Kapoor, (2005) *24 Brand Mantras*, Response Books, New Delhi.
4. Al Ries & Jack Trout,(2004) *Positioning, Warner Books*, New York.
5. Shanthi.N.M(2006) *Brand Management.Emerging Paradigm*.ICFAI University Press, Hyderabad.
6. Kevin Lane Keller-(2008) *Strategic Brand Management-* Dorling Kindersley (India) Pvt Ltd, Pearson Education
