



MU BMS MARKETING Sem 6 syllabus

International Marketing

International Marketing

Introduction to International Marketing & Trade

a) Introduction of International Marketing:

Meaning, Features of International Marketing, Need and Drivers of International Marketing, Process of International Marketing, Phases of International Marketing, Benefits of International Marketing, Challenges of International Marketing, Difference between Domestic and International Marketing, Different Orientations of International Marketing : EPRG Framework, Entering International Markets :Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects, Concept of Globalization

b) Introduction to International Trade:

Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC

International Marketing Environment and Marketing

a) International Marketing Environment:

Economic Environment : International Economic Institution (World Bank, IMF, IFC) ,International Economic Integration (Free Trade Agreement, Customs Union, Common Market, Economic Union)
Political and Legal Environment: Political System (Democracy,

Authoritarianism,
Communism), Political Risk, Political Instability, Political Intervention.
Legal
Systems (Common Law, Civil Law, Theocratic Law), Legal
Differences, Anti
Dumping Law and Import License.

Cultural Environment : Concept , Elements of Culture (Language,
Religion,
Values and Attitude , Manners and Customs, Aesthetics and
Education) ,
HOFSTEDE's Six Dimension of Culture , Cultural Values (Individualism v/s
Collectivism)

b) Marketing Research:

Introduction, Need for Conducting International Marketing
Research,
International Marketing Research Process, Scope of International
Marketing
Research, IT in Marketing Research

International Marketing Mix

a) International Product Decision

International Product Line Decisions, Product Standardization v/s
Adaptation
Argument, International Product Life Cycle, Role of Packaging and
Labelling in
International Markets, Branding Decisions in International Markets,
International Market Segmentation and Targeting, International
Product
Positioning

b) International Pricing Decision:

Concept of International Pricing, Objectives of International
Pricing, Factors
Affecting International Pricing
International Pricing Methods: Cost Based, Demand Based,
Competition Based ,
Value Pricing, Target Return Pricing and Going Rate Pricing
International Pricing Strategies : Skimming Pricing, Penetration
Pricing ,
Predatory Pricing
International Pricing Issues : Gray Market , Counter Trade,
Dumping, Transfer
Pricing

c) International Distribution Decisions

Concept of International Distribution Channels, Types of International

Distribution Channels, Factors Influencing Selection of International Distribution Channel

d) International Promotion Decisions

Concept of International Promotion Decision

Planning International Promotional Campaigns: Steps - Determine the Target

Audience, Determine Specific Campaigns, Determine Budget, Determine

Message, Determine Campaign Approach and Determine Campaign Effectiveness

Standardization V/S Adaptation of International Promotional Strategies

International Promotional Tools/Elements

Developments in International Marketing

a) Introduction -Developing International Marketing Plan:

Preparing International Marketing Plan, Examining International Organisational

Design, Controlling International Marketing Operations, Devising International

Marketing Plan

b) International strategies:

Need for International Strategies, Types of International Strategies

c) International Marketing of Services

Concept of International Service Marketing, Features of International Service

Marketing, Need of International Service Marketing, Drivers of Global Service

Marketing, Advantages and Disadvantages of Global Service Marketing, Service

Culture

Brand Management

Brand Management

Introduction to Brand Management

a) Introduction to Brand Management:

Meaning of Brand, Branding, Brand Management, Importance of Branding to

Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer

Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand

Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis

Planning and Implementing Brand Marketing Programs

a) Planning and Implementing Brand Marketing Programs:

Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements

Integrating Marketing Programs and Activities

Personalising Marketing: Experiential Marketing, One to One Marketing,

Permission Marketing

Product Strategy: Perceived Quality and Relationship Marketing

Pricing Strategy: Setting Prices to Build Brand Equity

Channel Strategy: Direct, Indirect Channels

Promotion Strategy: Developing Integrated Marketing Communication Programs

Leveraging Secondary Brand Associations to Build Brand Equity: Companies,

Countries, Channel of Distribution, Co-branding, Characters, Events.

Measuring and Interpreting Brand Performance

a) The Brand Value Chain

b) Measuring Sources of Brand Equity:

Qualitative Research Techniques: Projective Techniques: Completion,

Comparison, Brand Personality and Values: The Big Five, Free Association

Quantitative Research Techniques: Brand Awareness: Recognition, Recall,

Brand Image, Brand Responses

c) Young and Rubicam's Brand Asset Valuator

d) Measuring Outcomes of Brand Equity

Comparative Methods: Brand based Comparative Approaches, Marketing

Based Comparative Approaches, Conjoint Analysis

Holistic Methods: Residual Approaches, Valuation Approaches:

Historical

Perspectives and Interbrand's Brand Valuation Methodology

Growing and Sustaining Brand Equity

a) Designing & Implementing Branding Strategies:

Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix,

Breadth of a Branding Strategy, Depth of a Branding Strategy

Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different

Hierarchy Levels

Cause Marketing to Build Brand Equity: Meaning of Cause Marketing,

Advantages, Green Marketing

b) Brand Extensions:

Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity

c) Managing Brands over Time:

Reinforcing Brands, Revitalising Brands

d) Building Global Customer Based Brand Equity

Marketing of Non-Profit Organisation

Unit - 1 Introduction to Non-profit Organization

a) Non-profit organization: Meaning of Non-Profit Organization, Features of non-profit

organization, Characteristics of Non Profit marketing, Stakeholders in non-profit

organization, Types of non-profit organization: Charities, newly emerging social

enterprise sector, public sector, political parties and campaign organizations,

classification of non-profit organizations, Social need: concept, social need as a basis for

developing sustainable business model for a non-profit organization.

b) Fundraising: meaning, common techniques to solicit funds, fund raising loyalty

ladder, marketing and communication for fundraising

Unit - 2 Segmenting Targeting Positioning, Product mix & Pricing mix in Non-profit organizations

a) Segmentation, Targeting & Positioning of non-profit organizations:

Strategic

Marketing for Non-Profit Organization, Steps in Strategic Marketing of non-profit

organization, Market Segmentation, Targeting & Positioning in non-profit organization

b) Product mix & Pricing mix in non-profit organization: Budgeting, cost effective

marketing mix, Cost Management, Product or offer in non-profit organization, level of

offer in non-profit organization, Pricing Objectives in non-profit organizations, Pricing

Strategies in non-profit organizations

Unit - 3 Promotion mix, Place mix of non-profit organizations & advocacy of non-profit organizations

a) Promotion Mix: Promotion of non-profit Organizations: Marketing Communication

Strategies, Integrated Marketing Communication in nonprofit organizations, Image &

reputation, Marketing Communication process, Marketing communication process,

Role of Audience, message and vehicle in non-profit organization communication.

Significance of place in non-profit organizations, Challenges for non-profit

organizations in rural areas.

b) Advocacy & Fund Raising in non-profit organization: Meaning, steps in building

support for advocacy, advocacy tactics: lobbying, Coalition Building, outreach to

media, educating policy makers on issues, educating public on policy issue, building

relationship with policy maker. Distinctive characteristics of advocacy groups, Steps

in crafting an advocacy plan, steps in engaging policy makers for lobbying, advocacy

v/s lobbying, Evaluating advocacy.

Fund Raising: meaning, Principles of fundraising, Fund raising cycle, The fund raising

pyramid and donor life cycle.

Unit - 4 Corporate Social Responsibility, innovations & Ethics

in non-profit organizations

- a) Corporate social responsibility: CSR, Importance of CSR, history and evolution of CSR, Policy framework for CSR in India, Section 135 of Companies Act 2013, Role of CSR committee on Boards
Code of Ethics in non-profit organization, hierarchy of ethical values in non-profit organization, careers in CSR.
- b) Trends and Innovations: Current trends, innovations and opportunities in CSR, Influence of non-profit organizations and their impact on corporate CSR, Challenges faced by non-profit organizations in India.
- c) Non-Governmental Organization (NGO): Meaning of Non-Government Organization (NGO), Difference between Voluntary Organization & NGO, Steps of Voluntarism, Types of NGO: advocacy of chosen cause, Small or Grassroot NGO, Mother NGO, National NGO, corporate NGO, Global NGO's

Retail Management

Unit - 1 Retail Management- An overview

- a) Retail Management:
Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management
- b) Retail Formats:
Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations
- c) Emerging Trends in Retailing
Impact of Globalization on Retailing
I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels
FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario
Franchising: Meaning, Types, Advantages and Limitations,

Franchising in India
Green Retailing
Airport Retailing

Unit - 2 Retail Consumer and Retail Strategy

a) Retail Consumer/Shopper:

Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing

Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail

Markets and Shoppers

b) CRM in Retail:

Meaning, Objectives

Customer Retention Approaches: Frequent Shopper Programme, Special

Customer Services, Personalization, Community

c) Retail Strategy:

Meaning, Steps in Developing Retail Strategy, Retail Value Chain

d) Store Location Selection:

• Meaning, Types of Retail Locations, Factors Influencing Store Location

e) HRM in Retail:

Meaning, Significance, Functions

Organization Structure in Retail: Meaning, Factors Influencing Designing

Organization Structure, Organization Structure for Small Stores/Single

Stores/Independent Retailers and Retail Store Chain/Department Store

Unit - 3 Merchandise Management and Pricing

a) Merchandise Management

Concept, Types of Merchandise, Principles of Merchandising, Merchandise

Planning- Meaning and Process, Merchandise Category - Meaning, Importance,

Components, Role of Category Captain, Merchandise

Procurement/Sourcing-

Meaning, Process, Sources for Merchandise

b) Buying Function:

Meaning, Buying Cycle, Factors Affecting Buying Functions,
Functions of Buying
for Different Types of Organizations Young and Rubicam's Brand
Asset

Valuator- Independent Store, Retail Chain, Non-store Retailer

c) Concept of Lifestyle Merchandising

d) Private Label

Meaning, Need and Importance, Private Labels in India

e) Retail Pricing

Meaning, Considerations in Setting Retail Pricing

Pricing Strategies:

High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing:

Meaning, Benefits,

Market Skimming, Market Penetration, Leader Pricing, Odd Pricing,
Single

Pricing, Multiple Pricing, Anchor Pricing

Variable Pricing and Price Discrimination- Meaning

Types:

Individualized Variable Pricing/First Degree Price

Self-Selected Variable Pricing/ Second Degree Price Discrimination-

Clearance and Promotional Markdowns, Coupons, Price Bundling,

Multiple -

Unit Pricing

Variable Pricing by Market Segment/ Third Degree Price

Discrimination

Unit - 4 Managing and Sustaining Retail

a) Retail Store Operations:

Meaning, Responsibilities of Store Manager, The 5 S's of Retail
Operations

(Systems, Standards, Stock, Space, Staff)

b) Store Design and Layout:

Store Design- Meaning, Objectives, Principles, Elements of Exterior
and Interior

Store Design, Store Atmospherics and Aesthetics

Store Layout- Meaning, Types: Grid, Racetrack, Free Form

Signage and Graphics: Meaning, Significance, Concept of Digital
Signage

Feature Areas: Meaning, Types: Windows, Entrances, Freestanding
Displays,

End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps

c) Visual Merchandising and Display:

Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising

The Concept of Planogram

Display- Meaning, Methods of Display, Errors in Creating Display

d) Mall Management

Meaning and Components: Positioning, Zoning, Promotion and Marketing,

Facility Management, Finance Management

e) Legal and Ethical Aspects of Retailing

Licenses/Permissions Required to Start Retail Store in India

Ethical Issues in Retailing

Career Options in Retailing

Operations Research

1 Introduction to Operations Research and Linear Programming

a) Introduction To Operations Research

Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR.

b) Linear Programming Problems: Introduction and Formulation

Introduction to Linear Programming

Applications of LP

Components of LP

Requirements for Formulation of LP Problem

Assumptions Underlying Linear Programming

Steps in Solving LP Problems

LPP Formulation (Decision Variables, Objective Function, Constraints, Non

Negativity Constraints)

c) Linear Programming Problems: Graphical Method

Maximization & Minimization Type Problems. (Max. Z & Min. Z)

Two Decision Variables and Maximum Three Constraints Problem

Constraints can be "less than or equal to", "greater than or equal to" or a

combination of both the types i.e. mixed constraints.

Concepts: Feasible Region of Solution, Unbounded Solution, Redundant

Constraint, Infeasible Solution, Alternative Optima.

d) Linear Programming Problems: Simplex Method

Only Maximization Type Problems. (Only Max. Z). No Minimization problems.

(No Min. Z) Numericals on Degeneracy in Maximization Simplex Problems.

Two or Three Decision Variables and Maximum Three Constraints Problem. (Up to Maximum Two Iterations)

All Constraints to be "less than or equal to" Constraints. ("Greater than or Equal to" Constraints not included.)

Concepts : Slack Variables, Surplus Variables, Artificial Variables, Duality,

Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate

Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources,

Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources,

Percentage Utilization of Resources, Decision for Introduction of a New

Product.

2 Assignment and Transportation Models

a) Assignment Problem - Hungarian Method

Maximization & Minimization Type Problems.

Balanced and Unbalanced Problems.

Prohibited Assignment Problems, Unique or Multiple Optimal Solutions.

Simple Formulation of Assignment Problems.

Maximum 5 x 5 Matrix. Up to Maximum Two Iterations after Row and Column

Minimization.

Note:

1. Travelling Salesman Assignment Problem is not included.

b) Transportation Problems

Maximization & Minimization Type Problems.

Balanced and Unbalanced problems.

Prohibited Transportation Problems, Unique or Multiple Optimal Solutions.

Simple Formulation of Transportation Problems.

Initial Feasible Solution (IFS) by:

a. North West Corner Rule (NWCR)

b. Least Cost Method (LCM)

c. Vogel's Approximation Method (VAM)

Maximum 5 x 5 Transportation Matrix.

Finding Optimal Solution by Modified Distribution (MODI) Method.

(u, v and Δ)

Maximum Two Iterations (i.e. Maximum Two Loops) after IFS.

3 Network Analysis

a) Critical Path Method (CPM)

Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event,

Concurrent and Burst Activity,

Construction of a Network Diagram. Node Relationship and Precedence

Relationship.

Principles of Constructing Network Diagram.

Use of Dummy Activity

Numerical Consisting of Maximum Ten (10) Activities.

Critical Path, Sub-critical Path, Critical and Non-critical Activities, Project

Completion Time.

Forward Pass and Backward Pass Methods.

Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float,

Free Float, Independent Float and Interfering Float

b) Project Crashing

Meaning of Project Crashing.

Concepts: Normal Time, Normal Cost, Crash Time, Crash Cost of Activities.

Cost Slope of an Activity.

Costs involved in Project Crashing: Numericals with Direct, Indirect, Penalty,

crash cost and Total Costs.

Time - Cost Trade off in Project Crashing.

Optimal (Minimum) Project Cost and Optimal Project Completion Time.

Process of Project Crashing.

Numerical Consisting of Maximum Ten (10) Activities.

Numerical based on Maximum Four (04) Iterations of Crashing

c) Program Evaluation and Review Technique (PERT)

Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and

Pessimistic Time (b).

Expected Time (t_e) of an Activity Using Three Time Estimates.

Difference between CPM and PERT.

Numerical Consisting of Maximum Ten (10) Activities.

Construction of PERT Network using tevalues of all Activities.

Mean (Expected) Project Completion Time.

Standard Deviation and Variance of Activities.

Project Variance and Project Standard Deviation.

'Prob. Z' Formula.

Standard Normal Probability Table. Calculation of Probability from the

Probability Table using 'Z' Value and Simple Questions related to PERT

Technique.

Meaning, Objectives, Importance, Scope, RORO/LASH

4 Job Sequencing and Theory of Games

a) Job Sequencing Problem

Processing Maximum 9 Jobs through Two Machines only.

Processing Maximum 6 Jobs through Three Machines only.

Calculations of Idle Time, Elapsed Time etc.

b) Theory of Games

Introduction

Terminology of Game Theory: Players, Strategies, Play, Payoff, Payoff matrix,

Maximin, Maximax, Saddle Point.

Types of Games.

Numericals based on:

Two Person Zero Sum Games including strictly determinable and Fair Game

- Pure Strategy Games (Saddle Point available). Principles of Dominance

method.