

**MBA SYLLABUS: SEMESTER IV
MARKETING MANAGEMENT - SPECIALIZATION**

Semester	IV	Specialization	Marketing
Course Code	403MKT	Type	Subject Core
Course Title	Services Marketing		

Course Objectives:

1	To emphasize the significance of services marketing in the global economy.
2	To make the students understand the deeper aspects of successful services marketing.
3	To provide insights to the challenges and opportunities in services marketing.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction to Services marketing :</p> <p>Definition, Significance, Characteristics of Services: Intangibility, Inconsistency, Inseparability and Inventory. Classification of Services.</p> <p>Consumer Behavior in Services: Search, experience and credence attributes, Pre & post experience evaluation, factors influencing customer expectation of service, Moment of truth</p> <p>Extended Marketing Mix for Services: Need for additional three marketing mix elements in Services</p> <p>Financial & economic impact of service.</p>	7 + 2
2	<p>Traditional Marketing Mix Elements in Services:</p> <p>Service Product: Customer perception, Customer satisfaction, Tolerance zone, Service quality - ServQual, GAP model and Critical incident model, Concept of loyalty & creation of a loyalty programme, Service recovery, Impact of service failures versus product failures, Nature of complaining behavior— Complaint Resolution, Service Recovery Process.</p> <p>Service Pricing: Costs of service delivery, Customer Profitability Measurement, Revenue management Techniques, Price Discrimination and Segmented Pricing.</p> <p>Service Place: Delivering services through intermediaries & electronic channels.</p> <p>Service Promotion: Integrated service marketing communication, Visual merchandising, Referrals, Challenge of Service communication.</p>	7 + 2
3	<p>Service Process:</p> <p>Service design & standards – Process service blue print</p>	7 + 2

	Demand & capacity management , Quality function deployment (QFD), Standardization (hard / soft measures), Service delivery, self-service technologies.	
4	People & Physical Evidence: Employees' Role in Service Delivery, Service Culture: Internal Marketing, Service-Profit Chain, Emotional labor Customers' role in service delivery, Customer as a co-producer Physical Evidence: Experience Servicescape elements (to include architectural design), Virtual Servicescape.	7 + 2
5	Applications of Service Marketing: Marketing in Tourism, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment, Logistics, Healthcaresectors (Examples/Case studies on these applications are expected).	7 + 2

Learning Resources:

1	Text Books	Services Marketing by Zeithaml, Bitner, Gremler & Pandit, TMGH, 4th Edition Services Marketing by Christopher Lovelock Services Marketing, Rama Mohan Rao, Pearson Services Marketing by Rampal & Gupta Services Marketing by Helen Woodruff
2	Reference Books	Services Marketing: Concepts and Practices by Ramneek Kapoor, Justin Paul & Biplab Halder, McGraw Hill Services Marketing by Rajendra Nargundkar, McGraw-Hill, 3 rd Edition
3	Supplementary Reading Material	C H Lovelock, Journal of Marketing Vol. 4 Summer 1983, pages 9-20
4	Websites	www.itsma.com/
5	Journals	The service encounter: diagnosing favorable & unfavorable incidents by Bitner M. J., Booms B. H. & Tetreault M. S., Journal of marketing, Jan 1990, Vol. 54, pp. 71-84. Marketing intangible products & product intangibles by Levitt T., Harvard Business Review, 1981, Vol. 59, pp. 95-102 The services marketing: an approach by Blois K. J., European journal of

		<p>marketing, Vol. 8, Issue 2, 1974, pp. 137-145</p> <p>Services marketing is different by Berry L.L., Business, May-June, 1980, pp. 24-30.</p> <p>Putting the Service Profit Chain to Work by Heskett, James L., Jones, Thomas O., Loveman, Gary W., Sasser, W. Earl, and Schelsinger, Leonard A. Harvard Business Review, (March-April 1994) pp. 164-174</p> <p>The customer as co-producer by Solveig Wikström, European Journal of Marketing, 1996, Vol. 30, Issue 4</p> <p>Customer contributions & roles in service delivery by Bitner, Faranda, Hubbert & Zeithaml, International Journal of Services and Industrial Marketing, Vol. 8, Issue 3, pp. 193-205</p> <p>Delivering Quality Service; Balancing Customer Perceptions and Expectations by Zeithaml, Parasuraman & Berry. Free Press, 1990.</p> <p>Service quality models: A review by Sheth, Deshmukh & Vrat IJQRM, 2005, Vol. 22, Issue 9, pp. 913-49</p>
--	--	--

Semester	IV	Specialization	Marketing
Course Code	404MKT	Type	Subject Core
Course Title	Sales & Distribution Management		

Course Objectives:

1	To provide foundations in components of sales and distribution management.
2	To introduce various facets of the job of a sales manager.
3	To focus on decision making aspects and implementation of decisions in sales and distribution management.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction to Sales and Distribution Management:</p> <p>1.1 Sales Management: Objectives, Nature & Scope, Sales Environment, Sales Planning, Strategic role of sales management</p> <p>1.2 Marketing Channels: Functions and Significance, Structure - Vertical and Horizontal, Symbiotic, Role of marketing channels in the dynamic market place, Designing the Market Channel system, Channels for Consumer goods, Industrial goods, Inter Dependency of Sales & Distribution</p> <p>1.3 Managing Marketing Channels: Channel Policies, Choice of the channel, Organizational Pattern in the Channel, Assessing Channel Performance, Causes for Channel Conflict & Techniques to overcome conflict, Channel Information System.</p>	8 + 2
2	<p>Organizing the Sales Force:</p> <p>2.1 Objectives & Structure of Sales Organization,</p> <p>2.2 Organizing the Sales Force, Recruitment, selection and training the sales force,</p> <p>2.3 Field Sales Planning, Compensation and Evaluation of Sales Force.</p>	4 + 2
3	<p>Sales Planning & Control:</p> <p>3.1 Sales Planning: Sales Forecasting & Budgeting, Sales Quotas and Targets</p> <p>3.2 Sales Control: Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report, Expired Goods and Breakage Return Report, Fortnightly Sales Review Report, Order Booking Report, Monthly and Quarterly Sales Report.</p> <p>3.3 Sales Audit: Sales Force Productivity Indicators (Value and Volume) –</p>	8 + 2

	<p>Territory Productivity, Per Person per Month Productivity, Sales to Marketing Expenses Ratio.</p> <p>3.4 Specialized Techniques in Selling: Tele / Mobile Marketing, Online Marketing, E Commerce.</p>	
4	<p>Marketing Channels</p> <p>4.1 Significance and role of channels, C&F Agents, Types of the Wholesalers</p> <p>4.2 Franchising: Significance and importance of Franchisee in Channel Decision –Advantages of Franchisee –Process of appointment of Franchisee-Franchiser Franchisee relationship. RoI calculation at Dealer Level.</p>	+ 2
5	<p>Retailing:</p> <p>5.1 Nature and Importance of Retailing , Types of Retailers, Organized &unorganized Retailing Formats, Retail Merchandising, Retail Decision Location and Size ,</p> <p>5.2 Retailer Promotion: Advertising, Sales Promotion and POP Promotion, Shelf Management, Communicating with the retailer customer, Economic cost of retailing, New Trends in Retailing, Role and Significance of Multi-level Marketing.</p>	9 + 2

Learning Resources:

1	Text Books	<p>Sales and Distribution Management by Havaladar & Cavale, TMGH</p> <p>Sales Management by Still, Cundiff & Govani, Pearson Education</p> <p>Sales and Distribution Management, SL Gupta, Excel books</p>
2	Reference Books	Retailing Management by Michael Levy & Barton Weitz, TMGH, 5 th Edition
3	Supplementary Reading Material	<p>Retail Management by Gibson Vedamani , Jaico Books</p> <p>Retailing Management by Swapna Pradhan , TMGH</p>
4	Websites	<p>http://www.franchiseindia.com/</p> <p>http://www.franchising.com/</p>
5	Journals	<p>How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels by Sa Vinhas, Alberto; Anderson, Erin., Journal of Marketing Research, Nov2005, Vol. 42 Issue 4</p> <p>Channel Structure and Strategic Choice in Distribution Channels byWren, Brent M., Journal of Management Research, Aug2007, Vol. 7 Issue 2,</p> <p>Effects Of Sales Force Automation Use On Sales Force Activities And Customer Relationship Management Processes by Moutot, Jean-Michel; Bascoul, Ganaël., Journal of Personal Selling &Sales Management,</p>

		<p>Spring2008, Vol. 28 Issue 2</p> <p>Using your sales force to jump-start growth by Hancock, Maryanne; Hatami, Homayoun; Rayan, Sunil. McKinsey Quarterly, 2011, Issue 2</p> <p>Franchising: An Overview by Windeshausen H. Nicholas; Joyce, Mary L., American Journal of Small Business, Jan77, Vol. 1 Issue 3</p> <p>Sales Employees Compensation: An Optimal Balance Between Fixed and Variable Pay by Madhani, Pankaj M., Compensation & Benefits Review., Jul/Aug2009, Vol. 41 Issue 4, p44-51.</p>
--	--	---