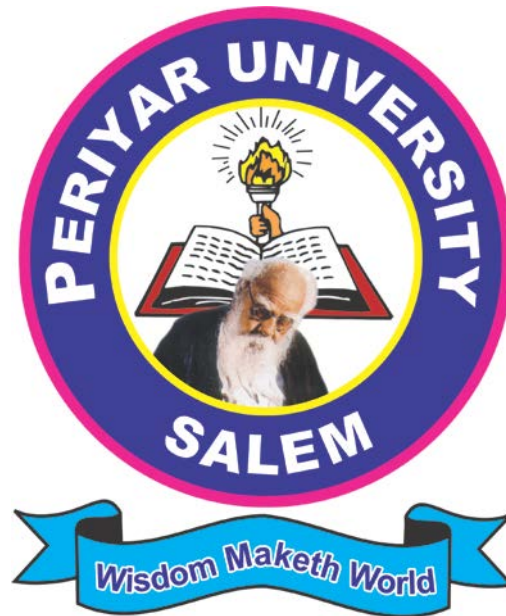


**PERIYAR UNIVERSITY
SALEM -11**



**PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)**

REGULATIONS AND SYLLABUS

**(MASTER OF BUSINESS ADMINISTRATION)
MARKETING MANAGEMENT**

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. DURATION OF THE COURSE:

The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. SUBJECTS OF STUDY:

The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining are will be electives / project.

The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.

All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. SCHEME OF EXAMINATION:

In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

The distribution of examination shall be as follows:

FIRST YEAR:

- 1.1 Principles of Management
- 1.2 Managerial Economics
- 1.3 Managerial Communication
- 1.4 Legal Environment of Business
- 1.5 Organizational Behavior
- 1.6 Business policy & Strategic Management
- 1.7 Financial and Management Accounting
- 1.8 Research Methodology

Second Year

1.9 Production Management

1.10 Financial Management

1.11. Human Resource Management

1.12 Marketing Management

1.13 Retail Management

1.14 Advertising and Sales Promotion

1.15 Rural Marketing

Elective: 1.16 Project work/ Elective paper: Service Marketing

- 1. The Project Guide should possess MBA / M.Phil / degree with two year of Teaching Experience in the concern syllabus and approval must be obtained from the Director PRIDE**
- 2. The copy of the approval must be enclosed in the project at the time of submission of the projects Reports.**
- 3. Other conditions will apply as per PRIDE rules and regulations**

Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.

Total Marks: 75

PART-A (5x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I or
(b) Question from Unit-I
2. (a) Question from Unit-II or
(b) Question from Unit-II
3. (a) Question from Unit-III or
(b) Question from Unit-III
4. (a) Question from Unit-IV or
(b) Question from Unit-IV
5. (a) Question from Unit-V or
(b) Question from Unit-V

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to be exceed four pages

6. (a) Question from Unit-I or
(b) Question from Unit-I
7. (a) Question from Unit-II or
(b) Question from Unit-II
8. (a) Question from Unit-III or
(b) Question from Unit-III
9. (a) Question from Unit-IV or
(b) Question from Unit-IV
10. (a) Question from Unit-V or
(b) Question from Unit-V1.1

1.1. PRINCIPLES OF MANAGEMENT

UNIT-1- Introduction

Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Levels of Management and Administration.

UNIT-II - Planning

Planning - Nature, Process, Types, Steps - Process -Objectives - Policy making - importance - Types, formulation and administration -Decision making Process.

UNIT-III - Organizing

Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization authority and Responsibility - MBO and MBE -Staffing process.

UNIT-IV - Directing

Meaning and nature - Leadership styles - Theories of Motivation - Importance of Financial and Non-Financial incentives - Communication – Types, Process, Barriers to Office Communication.

UNIT-V - Co-ordination and Control

Co-ordination and Control - Meaning - Need – Principles of effective Co-ordination - Problems - importance of Control .

Reference Books:

1. L.M. Prasad, Principles of Management, Sultan Chan & sons.
2. C.B, Gupta, Business organization and Management, Sultan Chand & sons.
3. P.C. Tripathi and P.N.Reddy, Principles of Management, TataMcGraw-Hill Publishing co., Ltd., New Delhi.
4. Dingar Pagare, Business Management, Sultan Chand & sons.
5. J.Jayashanlcar, Principles of Management, Margnam Publications. Lewis A. Atten, Management and Organisation 5 McGraw-Hill Publications.

1.2. MANAGERIAL ECONOMICS

UNIT-1

Managerial Economics – meaning, nature and Scope – Managerial Economics and Business decision making – Role of Managerial Economist – Fundamental concepts of Managerial Economics – Demand Analysis – Meaning, determinants and types of demand – Elasticity of demand.

UNIT-II

Supply - meaning and determinants – production decisions – production functions – Isoquants, Expansion path – Cobb – Douglas function.

Cost concepts – cost – output relationship – Economies and diseconomies of scale – cost functions.

UNIT-III

Market structure – Characteristics – Pricing and output decisions – Methods of pricing – Differential pricing – Government intervention and pricing.

UNIT-IV

Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V

National Income – Business cycle – Inflation and deflation – Balance of payments – Monetary and Fiscal Policies.

Reference Books:

1. Gupta G. S.- Managerial Economics
2. Varshey RX & Maheswari.KX. -Managerial Economics.

1.3 MANAGERIAL COMMUNICATION

UNIT-I

Role of Communication in Business - Main forms of Communication in Business - Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II

Active listening - Anatomy of poor listening - Contributors to poor listening -Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III

Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness, call a meeting - Conducting meetings - minutes.

UNIT-IV

Business letters - Stationery - Format and layout -E-mail - Presenting mail - Commonsense and Etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

UNIT-V

Recruitment Correspondence - Application Letter - Curriculum Vitae / Resume -Invitation' to interview - Offer of employment - Letter of acceptance -letter of resignation -Recommendation letter.

Reference Books:

1.Matthukutty M Monippally, Busness Communication Strategies, Tata McGraw-Hill. Chaturvedi P.D. et ai, Business Communication; Concepts, Cases, & Applications, Pearson Education.

2.Shirley Taylor, Communication for Business, Pearson Education. Lesiicar and Flatley, Basic Business Communication, Tata McGraw-Hill. Courtan L. Bovee et al., Business Communication Today, Pearson Education. Rajendra Paui et al., Business Communication, Sultan Chand & Sons.

1.4 LEGAL ENVIRONMENT OF BUSINESS

UNIT-1

Indian Contract Act-1872 - Meaning and Nature of Law - Offer and Acceptance - Consideration - Capacity of Parties - Free Consent - Legality of Object and Consideration - Agreements Expressly Declared Void - Contingent Contract - Performance of Contracts- Discharge of Contract

UNIT-II

Contracts of Indemnity and Guarantee

UNIT-III

Contract of Bailment and Pledge

UNIT-IV

Sale of Goods Act-1930 - Conditions and Warranties - Transfer of Ownership or Property in Goods - Performance of the Contract of Sale - Remedial Measures.

UNIT-V

Central of Agency- Indian Partnership Act- Nature of Partnership- The Negotiable Instruments Act, 1881.

Reference Books:

- 1.Nirmal Singh - Business Law - Deep & Deep Publication Pvt., Ltd., New Delhi.
- 2.N.D. Kapoor - Business Law - Sultan Chand - Ne'w Delhi.'

1.5 ORGANISATIONAL BEHAVIOUR

UNIT-I

Meaning, Nature and Scope of Organizational Behaviour - Need for studying Organizational Behaviour - Disciplines contributing to Organizational Behaviour -Organizational Behaviour process - Approaches to the study of Organizational Behaviour .

UNIT-II

Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UNIT-III

Motivation - Meaning - Nature of Motivation - Theories of Motivation and Techniques - Motivation Process- Job satisfaction - Measuring Job satisfaction.

UNIT-IV

Group Dynamics - Theories of Groups -Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V

Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture -Function of Culture – Organizational Effectiveness.

Reference Books:

- 1.Stephen P. Robbins, Organizational Behaviour, Pearson Education. Newstrom & Davis, Organizational Behaviour, Tata McGraw-Hill.
2. Jit S Chandan. Organizational Behaviour, Vikas Publishing House.
- 3.K.Aswathappa, Organizational Behaviour, Himalaya Publishing House.
- 4.Fred Luthans, Organizational Behaviour, Tata McGraw-Hill.
- 5.L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons.

1.6 BUSINESS POLICY AND STRATEGIC MANAGEMENT

UNIT-I

Introduction to Business Policy : Evolution, Nature, Purpose - Importance and the objectives of Business Policy. An overview of strategic Management: Policy-Strategy-Tactics -Levels of strategy-Strategic decision making-process.

UNIT-II

Strategy formulation: Strategic Intent-Vision, Mission, Business Definition, Goals and Objectives. External Environment: Market-Technological-Supplier-Economic-Regulatory-Political-socio-cultural and International environment-Techniques of Environmental Analysis.

UNIT-III

Strategy Alternatives: Corporate level strategies-Grand strategies: Stability-Expansion - Retrenchment- Combination. Business level strategies.

UNIT-IV

Strategy Analysis and Choice: Corporate level strategic analysis- Boston consulting group (BCG) matrix-General Electric (GE) matrix - Business level strategic analysis.

UNIT-V

Strategy Implementation and Evaluation: Project and Procedural Implementation-Resource allocation- structures-leadership- functional and operational Implementation.

Reference Books:

1. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw-Hill.
2. Charles W.L. Hill & Gareth R.Jones, Strategic Management Theory : An Integrated approach, Houghton Mifflin Company.
3. Arthur A. Thompson Jr, A.J. Strickland III and John E.Gamble, Crafting and Executing strategy: The quest for competitive advantage- Concepts and Cases-Tata McGraw-Hill.
4. Fred R. David, Strategic Management: Concepts and Cases, Pearson Education.
5. Thomas L. Wheeien, J.David Hunger, Concepts of Strategic Management and Business PoJicy₃ Pearson Education.

1.7 FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT-1

Introduction to Financial Accounting - Meaning, Scope, Principles, Concepts and Conventions - Preparation of Financial statements, Trial Balance - Manufacturing, Trading Account - Profit and Loss Account - Balance sheet.

UNIT-II

Financial Statement: Analysis and Interpretation - Meaning and Types of Financial Statement - Types of Financial Analysis - Steps involved in Financial Statement Analysis Techniques of Financial Analysis - Limitations of Financial Analysis.

UNIT-III

Ratio analysis - Meaning - Classification - Advantages of Ratio Analysis – Fund Flow Analysis - Cash Flow Analysis.

UNIT-IV

Budgeting Control - Meaning of Budget - Classification of Budgets – Performance Budgeting - Zero base budgeting - Standard Costing - Determination of Standard cost -Variance Analysis - Cost and sales Variances - Control of Variance.

UNIT-V

Marginal Costing and Profit planning - Cost Volume Profit Analysis - Break even analysis.

Reference Books:

1. R.S.N. Pillai & Bagavathi - Management Accounting S.Chand & Co.Ltd., New Delhi (2002)
2. R. Narayanaswamy - Financial Accounting - A managerial perspective Prentice Hall India Pvt, Ltd., New Delhi.
3. Bhattacharya S.K.John Dearden Accounting for Management text and cases – Vikas publishing house, New Delhi, 2000.
4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
5. P.C. Tulsiar - Financial Accounting - Tata McGraw Hill, Publishing Company, New Delhi.
6. Dr. VR. Palanivelu University Sconce press New Delhi (2013).

1.8 RESEARCH METHODOLOGY

UNIT-I

Nature and significance of Management research - Concepts of social science research - Stages in research process - Research Design - Hypothesis.

UNIT-II

Kinds of data - Methods of data collection - Sampling techniques - Survey method ~ Case Study - Interview techniques ~ Interview schedule - Questionnaire - Data processing -Report writing.

UNIT-III

Measures of central tendency - Measures of dispersion - Measures of asymmetry -Measures of relationship - Simple regression analysis - Multiple correlations and regression analysis.

UNIT-IV

Testing of hypotheses - Procedure for hypothesis testing - Chi-square test -t test - F test - Limitations of the tests of hypotheses.

UNIT-V

Analysis of Variance (ANOVA) - Setting up ANOVA table - One way and two way ANOVA ~ Analysis of covariance - Non-parametric tests - Multivariate techniques.

Reference Books:

1. Wilkinson SL Bhandarkar - Methodology and Techniques of Social Research
2. Kothari C.R - Research Methodology: Methods and Techniques
3. Gopal M.H - An Introduction to Research Procedure in Social Sciences
4. Gupta S.P- Statistical Methods
5. Uma Sekaran - Research Methods for Business.

2.1 PRODUCTION MANAGEMENT

UNIT-1

Production Management - Definition - Production System - Difference between services and goods production - Historical development of production management -Product design - Steps - Designing for the customer.

UNIT-II

Facility location - Factors affecting plant location - Plant location selection methods Process analysis - Types of processes - Process selection - Methods - Production layout techniques — Process layout.

UNIT-III

Capacity planning - Concepts - Economies of scale - The Experience curve -Determining capacity requirements - Enterprise resource planning - Production scheduling - Nature and Importance of work centers.

UNIT-IV

Materials management - Materials requirement planning - Master production schedule - Purchase management - Vendor selection - Methods - JIT system- Inventory control — Purposes - Inventory models - EOQ models (without shortages) - Break models.

UNIT-V

Quality control - Acceptance sampling - Statistical quality control -Maintenance management -Purposes - Types - Break down and Preventive maintenance Work measurement - Work study - Time study- Standard time - Measurement techniques.

Reference Books:

1. Production and Operations management - B.S. GoeJ - Pragati Prakashan (2005)
2. Production and Operations management - S.A.Shunwalla & Patel, Himalaya Publishing (2006)
3. Production and Operations Management - R. Panneerselvam - Prentice Hall (2005).

2.2 FINANCIAL MANAGEMENT

UNIT-1

Introduction - Finance and Related Disciplines - Scope and objectives of Financial Management- Finance function and its organization.

UNIT-II

Capital Expenditure Evaluation - Methods and Appraisals - Pay back period, simple and Discounted - Net Present value, Internal Rate of Return - Accounting Rate of Return and Profitability Index - Capital rationing.

UNIT- III

Cost of Capital - Importance, Measurement of specific cost - Computation of Overall Cost of Capital - Capital structure - Determinants and theories.

UNIT-IV

Dividend policy Decision - Determinants – Leverages and its types – Simple Problems.

UNIT-V

Sources of Finance - Short term and Long term sources – Working capital management – Determinants of Working Capital – Estimation of WC requirement – Simple Problems.

Reference Books:

1. Pandey I.M., Financial Management, Vikas Publishing House.
2. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw-Hill
3. James and Van Home, Financial Management and Policy, Prentice Hall
4. Maheswari. S.N., Financial Management: Principles and Practice, Sultan Chand & Sons.
5. Khan. M and Jain.P, Financial Management; Principles and Practice, Tata McGraw-Hill.
6. Dr. VR Palanivelu Sultan chands sons Ltd New Delhi.

2.3. HUMAN RESOURCE MANAGEMENT

UNIT-1

Perceptive in Human Resource Management : Evolution - Importance Objectives - Role of Human Resource Manager.

UNIT-II

The Concept of best-fit employee : Importance of Planning -Forecasting - Internal and external sources. Selection process screening.

UNIT-III

Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

UNIT-IV

Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Performance evaluation and control process: Method of performance evaluation - Feedback - Industry practices. Promotion, demotion, transfer and separation - The control process - Importance - Methods - Requirement of effective control systems.

Reference Books:

1. Decenzo and Robbins, Human Resource Management.
2. Wilsey. Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India.
3. Mamoria C.B. and Mamoria S. Personnel Management, Himalaya Publishing Company.
4. Dessler, Human Resource Management, Pearson Education Limited.

2.4 MARKETING MANAGEMENT

UNIT-1

Markets and marketing - Scope of Marketing - Fundamental concepts, Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II

Marketing Research Process - Measuring marketing productivity - Demand Measurement - Building Customer Value, Satisfaction and Loyalty - Maximizing Customer Lifetime Value - Customer Relationship Management.

UNIT-III

Levels of Marketing Segmentation - Segmenting Consumer Markets - Bases for segmenting Business Markets - Market Targeting - Building and managing Brand Equity -Developing and communicating a positioning strategy - Differentiation Strategies - Product Life Cycle Strategies.

UNIT-IV

Product Characteristics and Classification - Product and brand relationships -Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V

Role of Marketing Communication - Developing Effective Communication -Deciding and managing Marketing Communication Mix - Advertising versus Promotion -Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:

- 1.Philip Kotler and Kevin Lane Keller; Marketing Management, Prentice Hall India.
2. Kotler and Armstrong; Principles of Marketing, Prentice Hall India.
- 3.V.S. Ramaswamy and S.Namakumari; Marketing Management, Macmillan India.
4. Rajiv Lal et al: Marketing Management: Text and Cases, Tata McGraw-Hill. Etzel, Stanton and Walker:
- 5.Fundamentals of Marketing, McGraw-Hill.

RETAIL MANAGEMENT

Unit I

Retailing – Introduction – Retailer within the Distribution Channel – Vertical Marketing System – Consumer-led Approach to Retailing – Retail Industry – Its Contribution to the Economy – Global Viewpoint – Retailer's Position in Society – Retailer's Position in Society – Retail Industry Structure and Trends – Diversity of Retailing – Adoption of New Technology – Functions of Retailing – Retailing and the Retail Industry – Retail Marketing – Wheel of Retailing

Unit – II

Retail in India- Introduction – Types of Retailers – Changes Impacting Retailing in India – Retail Strategy with Respect to Specific Product Categories – Challenges in Retail Business in India – Modern Retail Business in India – Modern Retail Set to Grow Fast – RMCG Rural Sale Likely to Hit \$ 3.5 bn: Study – Survey – Bharti to Open Stores Only in 'Friendly States – Reliance Retail to Enter Branded Jewellery Mart – Mobile Retailing Villages

Unit – III:

Retail Location - Introduction – Types of Locations – Choice of a General Location – Location and Site Evaluation – Location Decision Process – Researching the Proposed Trading Area – Trends in Retail Property Development in India

Unit – IV:

Formulating and Implementing Retail Strategy - Introduction – Levels of Strategic Planning – Strategic Retail Planning Process – Defining the Business Philosophy and Corporate Objectives – Situation Analysis – Competitive Advantage and Competitive Strategies – Identification and Evaluation of Strategies – Development of Marketing and Positioning Strategies – Implementation and Control – Emergent Strategy versus Planned Strategy – Implementing Retail Strategy.

Unit – V

Retail Promotion Strategy – Introduction – Promotional Objectives – Advertising – Public Relations – Sales Promotions – Retailing Environment – Personal Selling – Differential Impact of the Promotions Mix

Reference Books

1. Retail Management – Sajal Gupta
2. Gurpreet Randhawa

ADVERTISING AND SALES PROMOTION

Unit-I

Advertising - advertising objectives - task and process - market segmentation and target audience - message and copy development

Unit-II

Mass Media - selection - planning and scheduling - web advertising – integrated programme and budget planning - programme implementation - coordination and control - advertising agencies - organisation and operation.

Unit-III

Sales Promotion - sales promotion activities - consumer and sales channel oriented planning - budgeting - implementation and controlling sales promotion campaigns.

Unit-IV

Sales promotion strategies - advertising strategies - strategies applicable to other sales promotion activities

Unit-V

Control - objectives - advertising budget - techniques used for measuring effectiveness of advertising - advertising ethics - social relevance

References Books:

1. Batra, Myers and Aaker. Advertising Management, Prentice Hall of India, 2002
2. Wells, Bunett and Moriarty, Advertising - Principles and Practice, Prentice Hall of India, 2002.
3. Belch, Advertising and Promotion, Tata McGraw Hill, New Delhi
4. Roderick White, Advertising, Tata McGraw Hill, New Delhi
5. Kueglar Jr Web Advertising and Marketing, Prentice Hall of India (P) Ltd, New Delhi

RURAL MARKETING

Unit – I

Rural Marketing – Introduction – Definition – Rural Market Environment – Land Distribution – Rural Electrification – Rural Communication – Rural Credit Institutions – Rural Requirements – Rural Market is Indeed Important – Consumer Behaviour Changes and Rising Disposable Incomes – Attractiveness of Rural Marketing – Rural Vs Urban Marketing

Unit – II

Rural Environment – Definition of Marketing – Components and Classification of Market Marketing System – Marketing Activity and Environment Five Ps – Marketing Goods – Selling and Marketing Goods – Market Structure and Dynamics Marketing Practices – Challenges in Indian Marketing

Unit – III

Agricultural Marketing – Definition and Scope Structure of Agricultural Marketing – Environment for Agricultural Marketing – Challenges in Agricultural Marketing – Horticulture – Benefit of Organic Food Trends in Sugar – Cane Production – Sugar Can supply ---Sugar can Price – Rate of Commission – Difference in Marketing of Agricultural and Manufactured Goods

Unit – IV

Production Strategy – Introduction – Product Concepts and Classifications – Product Mix Decisions – Product Strategy Scope – Pricing Strategy – Promotion Strategy – Distribution Strategy

Unit – V

Marketing Information System – Introduction – Concepts – Internal Reporting Systems – Marketing Intelligence System – Marketing Resource System – Decision Support System – Urban vs Rural Market Resource – Rural Resource Business – New Resource tools

Reference Book - R.M.Text and Cases

1. C.S.G.Krishnamacharylur, Lalitha Ramkrishana
2. Rural Marketing – Ravinddranth V.Badi, Natayanays V.Badi
3. Rural Marketing – Indian Perspective – Awadhesh Kumar Singh, Satyaprakash Pandey,
4. Marketing – Astrategic Orientation – S.K.GROVER
5. Textbook of Marketing – Keith Blois

SERVICE MARKETING

Unit – I

The Foundation of Service Marketing – Introduction – Services – The Concept – Goods and Services: A comparative Analysis – Salient Features of Marketing Services – Services Marketing: the Concept – Why Marketing of Services? – Significance of Services Marketing – The Behavioural Profile of Users – Marketing Information System – Emerging Key Services – Building Services Aspirations.

Unit – II

Management of Services Marketing – Introduction – Concept of Marketing Mix – The Product Mix – The Promotion Mix – The Price Mix – The Place Mix – Capacity Planning – Capacity Scheduling – Internal Marketing – Summary – References – Model Questions

Unit – III

Bank Marketing – Introduction – Bank Marketing the Concept – Justifications for Marketing the Banking Services – The Users of Banking Services – The Behavioural Profile of Users – Marketing Information System for Banks – Significance of MIS to the Banking Organisations – Market Segmentation – Marketing Mix for the Banking Services – The Product Mix – The Promotion Mix – The Price Mix – The Place Mix – The People – The Physical Attractions – Bank Marketing in the People – The Physical Attractions – Bank Marketing in the Indian Perspective – Summary – References – Model Questions

Unit – IV

Insurance Marketing – Introduction – Insurance Marketing the Concept – Users of Insurance Services – Behavioural Profile of Users – Market Segmentation – Marketing Information System – Insurance Product – Product Planning and Development – The Formulation of Marketing Mix for Insurance Organisations – The Promotion Mix – The Price Mix – The Place Mix – The Place Mix – The People – Insurance Marketing in the Indian Environment – Summary – References – Model Questions.

Unit – V

Educational Marketing – Introduction – Innovation Education – Why and How? – Literacy – the Concept – Functional Literacy: The Concept – The Emerging Trends – Marketing Literacy: the Concept – Marketing Mix for Adult Education – Strategic Marketing for Adult Education – Marketing Mix for Elementary Education – Strategic Marketing for Elementary Education – Marketing Mix for Secondary Education – Strategic Marketing for Secondary Education – Marketing Mix for Intermediate Education – Marketing Mix for Higher Education – Strategic Marketing for Higher Education – Summary – Reference Model Questions

Reference Book

1. Services Marketing – S.M.Jha