

SYLLABUS
for
Choice Based Credit System
(CBCS)

On the basis of
Outcome Based Education
(OBE)

POST GRADUATE DIPLOMA IN
ADVERTISING AND MARKETING
MANAGEMENT(PGDAMM)
(B.COM)

PATNA WOMEN'S COLLEGE
Autonomous
PATNA UNIVERSITY
3rd Cycle NAAC Accredited at 'A' Grade with CGPA 3.58/4
"College with Potential for Excellence" (CPE) Status Accorded by UGC

Vision

Rooted in the life, vision, and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a centre of academic excellence in higher education, social responsibility, and empowerment of women.

Mission Statement

Patna Women's College, the first college for women in Bihar, is committed to the holistic development of women so as to make an effective contribution to the creation of a better society.

To this end, we strive

- To become a center of excellence in higher education for women in an atmosphere of autonomy.
- To excel in teaching-learning, research, and consultancy.
- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
- To promote patriotism, communal harmony and cultural integration to maintain a free and peaceful atmosphere on the campus.
- To train the students in creative arts, social service, critical thinking, and leadership in order to make an effective contribution to the creation of a new and value-based society.
- To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.
- To form young women who are 'always wise' and who will dare to 'go ahead and conquer knowledge' through, competence, commitment, delicate conscience, and compassion.

Programme Outcome (PO)

Upon completion of the Post Graduate programme, the student will attain the ability to:

PO1: Profound Knowledge: Attained profound expertise in their discipline

PO2: Critical Thinking: Engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

PO3: Research and Innovation: Expertise in practicing the research intelligence and analytical skill in the field of research and innovation.

PO4: Communication and problem solving: Demonstrate skills such as effective communication, decision making and problem solving in day-to-day affairs.

PO5: Problem Solving: Understand the tools, techniques, models and methodologies to solve problems.

PO6: Employability: Demonstrate skills for higher education, professional development and employability.

PO7: Ethics: Committed to ethical principles and professional ethics.

PROGRAM SPECIFIC OUTCOME (PSO)

Upon completion of the programme, the students will attain the ability to:

PSO1: Understand the basic concepts in marketing, marketing environment and developing and understanding about usage of marketing communication.

PSO2: Understand the role of advertising ,marketing information system and advertising research in marketing, the usage of various types of advertising campaign and estimation of advertising budget.

PSO3: Develop a brief knowledge about the various uses of different type of media and public relations and its effect in today's society.

PSO4: Analyse the importance of personal selling and salesmanship ,involvement of salesmen in sales organisation.

PSO5: Develop a brief knowledge about application of computers in today's marketing scenario

PSO6: Perform Project work insights into the practical field by making use of functional knowledge of different area.

Post Graduate Diploma in Advertising and Marketing Management

Details of CBCS Syllabus

Core Courses (6 credits each)

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

SEMESTER – I

COURSE CODE:

PGDAMM C101:INTRODUCTION TO MARKETING MANAGEMENT

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Understand the concepts of marketing management.

CO2: Learn about marketing process for different types of products and services.

CO3: Demonstrate effective understanding of relevant functional areas of marketing management and its application.

CO4: Develop analytical skills in identification and resolution of problems pertaining to marketing management.

PGDAMM C101: Introduction to Marketing Management		
PWC (Theory :5 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No. of hours
1	Marketing: Concept, Marketing Philosophies, Marketing Mix, Marketing Environment, Consumer behavior, importance -,factors affecting Consumer behavior.	15
2	a) Market Segmentation: Concept and classification of market , homogeneity versus heterogeneity in a market condition , basis for segmenting different kinds of markets. Market targeting , steps in positioning strategies, differentiation variables and concept of perception maps b) Marketing Information System; Components, Significance , applications in Marketing Management	15
3	a) Product : Levels, Classification, Product Mix. New Product Development. Product Life Cycle. Branding, packaging & Labeling. b) Service Marketing –approaches and strategies c) Pricing: Objectives & Factors Affecting Pricing decision, Pricing Policies and Strategies.	15
4	a) Place: Channels of Distribution, Factors Affecting Choice Of Distribution Channels, Channel conflict& resolution, Marketing System . Logistics: Meaning, Importance, Objectives, Marketing Logistics Task. b) Promotion: Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in Integrated Marketing Communication (IMC).	15
	Tutorial	15
	TOTAL	75

Reading List

1. Kotler,Keller,Koshy And Jha “ Marketing Management” Pearson Education, 13th Edition
2. Ramaswamy VS, Namakumari “Marketing Management” Macmillan, 4th Edition
3. Shukla A.K. “Marketing Management” Vaibhav Laxmi Prakashan, 1st Edition,
4. Sherlakhar S.A, “Marketing Management”, Himalaya Publishing House, 13th Edition
5. Kazmi,S H H & Mahajan JP (2012), “Principles of Marketing Mangement,” Excel Books,1st Edition

SEMESTER- I

COURSE CODE: PGDAMM C102

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Understand the concepts phonetics

CO2: Learn about the basics of grammar and language

CO3: Demonstrate effective understanding of business English in everyday office operations

CO4: Develop proficiency in oral communication skills

PGDAMM C102 : English Communication		
PWC (Theory :4 credits + Tutorial: 1 credit)		
Units	Topics to be covered	No. of hours
1	Phonetics: Introduction to Phonetics, Types of Phonetics. Air Stream, consonants and vowels. IPA, Transcription, Suprasegmental features.BRP and GIE.	15
2	Language Proficiency: Basics of grammar: Article, Parts of speech, Phrase, Clause and Sentence, Types of Sentence	15
3	Business English: Letters, Minutes, Notice, Memoranda, Welcome address, Vote of Thanks ,CV Writing ,News Reporting ,Circular, Application Writing	10
4	Oral Communication Skills: Role plays, Hosting a programme, Improving Conversation, Interviews, Group Discussions. Language Lab (Practical)	20
	Tutorial	15
	TOTAL	75

Reading List

1. Jones Danial, An Outline of English Phonetics, Kalyani Publishers.
2. Roach Peter, Phonetics, Oxford English
3. Hewing Martin, Advance English Grammar, Cambridge Publications
4. Thomson AJ, A Practical English Grammar, Oxford Publication
5. Melvin Jacqueline, Spoken English Pronunciation International Edition,Atlantic Publications

SEMESTER- I

COURSE CODE: PGDAMM C103

TITLE:ADVERTISING AND SALES PROMOTION

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Understand the concept of creativity in depth with growing importance of creativity in Ads today and the working of an advertising agency.

CO2: Analyse on integrated marketing communications focusing on advertising and sales promotion.

CO3: Familiarize with the role of advertising in the context of promoting products and services.

CO4: Identify and make decisions regarding the most feasible advertising appeal and understand the importance and process of advertising research

PGDAMM C103: Advertising and Sales Promotion		
PWC (Theory :4 credits +Tutorial: 1credits)		
Units	Topics to be covered	No. of hours
1	Advertising: Meaning, Nature, Significance, History, Types, Setting of Advertising objectives. Advertising Budget: Meaning, methods of setting Advertising budget,factors affecting Ad budget. USP Vs Brand Image, DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action).	15
2	Advertising Copy: Concepts and Elements. Requisites of A Good and Effective Advertising Copy. Advertising Appeals. Measuring Advertising Effectiveness. , Concept of Visualisation, layout, Stages Preparing a Layout, Principle of design. Story board: Concept and elements , story board preparation Script Writing : Concept, elements and Principles of Script Writing	15

	Copy Writing : Concept , functions of copy writer , types of copies, Factors influencing in copy writing , importance of illustration .	
3	Advertising Agencies: Concept, Role, Types and Selection of Advertising Agencies, Compensation Regulating Agencies: Advertising standards Council of India (ASCI), The Advertising Agencies Association of India (AAAI),	15
4	Advertising Research: Reasons for testing effectiveness, difference between Pre-testing and Post-testing, Difficulties and limitations of testing a) Communication effect : i) Pre-testing : (a) Opinion and Aptitude test (b) Mechanical /Lab test (c) Projective technique ii) Post –testing : (a) Readership (b) Recall (c) Attitude changes tests b) Sales Effect: i) Pre-testing: (a) Sales enquiry (b) Sales experiment and test marketing ii) Post –testing: (a) Measure of past sales (b) Experimental design c) Sales Promotion: Concept, Objectives, Schemes and Importance.	15
	Tutorial	15
	TOTAL	75

Reading List

1. Belch & Belch “Advertising and Promotion An Integrated Marketing Communication Perspective”, Tata McGraw Hill Publishing
2. Kotler, Keller, Koshy And Jha “ Marketing Management” Pearson Education , 13th edition
3. Kumar Ramesh .S,(2007) “Marketing And Branding” Pearson,1st Edition
4. Karunakaran, K.(2010) “Marketing Management”, Himalaya Publishing House
5. Murthy SN, Bhojannau, “Advertising An Perspective” ,Excel Books,2nd Edition

SEMESTER - I

COURSE CODE: PGDAMM CC104

TITLE:MANAGEMENT OF ADVERTISING MEDIA

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Develop a comprehensive media plan that meets integrated marketing communications objectives.

CO2: Explore various media options to reach increasingly fragmented audiences.

CO3: Understand the characteristics of individual media and their best usage in reaching both urban and rural prospects

CO4: Identify, define and create major components of a media plan. And the media schedule.

PGDAMM C104 : Media Management		
PWC (Theory :4 credits + Tutorials : 1credits)		
Units	Topics to be covered	No. of hours
1	Introduction to the Concept Of Media And Media Mix: Characteristics, advantages and disadvantages of each media. Newspaper, Magazines ,Radio, Television, Outdoor Media Transit media Direct mail Non- conventional media, A brief to Internet and E-mail ,Social media, Rural media	15
2	Emerging Media Scene in India : A brief discussion on each media – growth profile- advent to new medias.	15
3	Media Planning , Budgeting And Scheduling : A)Reach , Frequency and Impact : Total number of Exposure =R×F, Krugman’s 3 hits – calculation of GRP B)Selection of Major Media Types C) Selection of specific media vehicles : circulation , audience , effective audience and effective ad- exposed audience. D)Media Cost And Budgeting E) Deciding on Media Timing: Micro scheduling, macro Scheduling, factors affecting media Scheduling decisions(diagrammatic representation of timing patterns.) F)Deciding on Geographical media allocation: National buys, spot buys and local buys	15
4	Media Research: Discussion of different methods employed for conducting Media Research for the purpose of Media Planning.	15
	Tutorials	15
	TOTAL	75

Reading List:

1. Belch & Belch “Advertising and Promotion” An Integrated Marketing Communication Perspective, Tata McGraw –Hill Publishing
2. Kotler,Keller,Koshy And Jha “ Marketing Management” 13th edition Pearson Education
3. Kumar Ramesh .S,(2007) “Marketing And Branding” Pearson,1st Edition
4. Karunakaran, K.(2010) “Marketing Management”, Himalaya Publishing House,
5. Murthy SN, Bhojannau, “Advertising An Perspective” ,Excel Books,2nd Edition

SEMESTER- I

COURSE CODE: PGDAMM C105

**TITLE:COMPUTER APPLICATIONS IN ADVERTISING AND MARKETING
(PRACTICAL)**

COURSE OUTCOME

After completion of the course, the students will be able to:

- CO1:** Understand the basic structure of computer.
- CO2:** Understand input/output mechanisms, softwares operating systems.
- CO3:** Familiarize to prepare the various kinds of softwares used for creating Ads.
- CO4:** Apply Information Technology in advertising.

<u>PGDAMM C105</u> : Computer Applications in Advertising and Marketing		
PWC (Theory :4 credits + Tutorial: 1 credits)		
Units	Topics to be covered	No. of hours
1	Introduction :Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII	15
2	Managing Hardware Assets: The Computer system, the CPU and Primary storage; Secondary storage, Input and Output devices; Types of Computers; data Communication and Computer networking – LAN, WAN, Network topologies, Media, types of Data Communication; Identifying Hardware Requirements.	15
3	Managing Software: What is Software ?, Data and Data processing Major Types of Software, Operating Systems (O.S.) and its functions	15

	and types of O.S., Multiprogramming Virtual storage, Time sharing and Multiprocessing, Compilers and Interpreters; Graphical User Interface (GUI) [MS-Office-MSWORD, EXCEL, POWERPOINT, ACCESS] (A Practical Approach), Multimedia	
4	Special Topic: CASH TOOLS, INTERNET, INTRANET, EXTRANET, E-Business/M-Commerce	15
	Practical work : ROLE OF DIFFERENT SOFTWARE IN ADVERTISING AND MARKETING: Adobe Photoshop, Coral Draw, Dreamweaver, Flash.	30
	TOTAL	75

Reading List:

1. Goel Anita, "Computer Fundamentals", Pearson, 7th Edition
2. Tanenbaum S. Andrew, (2004), "Computer Networks", Pearson, 3rd Edition,
3. Bharihoke Deepak, "Fundamentals of Information Technology", Excel Books
4. "Introduction to Computer Science", Pearson, 2nd Edition
5. Basandra K Suresh, (2012), Computer's Today, Galgotia Publications Private Limited,

SEMESTER- II

COURSE CODE: PGDAMM C206

TITLE: Legal Aspects of Marketing

COURSE OUTCOME

After completion of the course, the students will be able to:

- CO1:** Acquaint the students with general business laws.
- CO2:** Develop an understanding of fundamental legal issues pertaining to the business world.
- CO3:** Acquired knowledge of will ensure the ability of students to make decisions relating to legal issues in various types of organizations.
- CO4:** Appreciate the importance of law and legal institutions remedies provided.

PGDAMM C206 : Legal Aspects of Marketing		
PWC (Theory :4credits + 1Tutorial 1credits)		
Units	Topics to be covered	No. of hours
1	A) Contract Act 1872-a brief Introduction B) Negotiable Instrument Act 1881 C) Sales Of Goods Act 1930 D) The Bureau Of Indian Standards Act 1986 : Features, Procedure For BIS Standards, Offences And Penalties E) The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties	25
2	A) The Consumer Protection Act 1986 : Features, Rights And Responsibilities Of Consumers, Redressal Mechanism B) Environment Protection Act 1986: Features, Offences, Prevention And Control Of Environment Pollution. C) The Essential Commodities Act 1955: Features, Essential Commodities, Control Of Production, Supply And Distribution Of Commodities, Public Interest D) The Prevention Of Food Adulteration Act 1951: Features, Adulteration Of Food And Penalties E) The Drugs And Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related To Self Medication And Harmful Drugs, Prohibition Of False Claims <ul style="list-style-type: none"> • The Bureau Of Indian Standards Act 1986 : Features, Procedure For BIS Standards, Offences And Penalties • The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties 	15
3	The Trademarks Act 1999 : Features, Trademarks, Offences And Penalties <ul style="list-style-type: none"> • The Patents Act 1970 : Features, Patents, Offences And Penalties. The Copyright Act 1957 • The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate And Certifying Authorities 	15
4	The Competition Act2002 : Features, And Regulatory Framework For Retail Business	5
	Tutorial	15
	TOTAL	75

1. Datey V.S. “Student guide to Economic laws”,Taxman publications, 2010
2. AgnihotriAnurag&MohantyPratap “Economic Regulations of Domestic and Foreign Exchange Markets – Recent policy changes and Problems” Bookage Publications, New Delhi.
3. All Relevant Bare Act.

SEMESTER- II

COURSE CODE: PGDAMM C207

TITLE:MARKETING RESEARCH

COURSE OUTCOME

After completion of the course, the students will be able to:

- CO1:** Understand the marketing information system and applications of business research tools in marketing decision making.
- CO2:** Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
- CO3:** Learn the basic skills to conduct professional marketing research
- CO4:** Formulate the questionnaire for data collection with the help of proper measurements scale and analyse findings

<u>PGDAMM C207 : Marketing Research</u>		
PWC (Theory :4 credits +Tutorial: 1credits)		
Units	Topics to be covered	No. of hours
1	Introduction: Scientific approach to research; Social research and Social survey; Meaning of research, Difference between science and social science; Characteristics of Scientific Method; Selection of the Research Problem; Framing Hypothesis Steps in Social Research; Qualities of a good Research.	15
2	A)Research Method: Case study – Importance of Case study, Experimental method types of Experiments, Statistical Method – Functions of Statistics; Process of Statistical Research; Importance of Statistical Method in Social Research Limitations of Statistical Method; Action Research and its importance B) Research Design: Meaning and purpose of research design, Components of research design, Research design as a variance control technique – Maximization of experimental variance, minimization of error variance and Control of Extraneous variance.	15
3	A) Research Tools; merits and demerits B) Data Collection: Sources and importance of primary data. Basic methods of primary data collection; Secondary data-sources, Published and unpublished sources, national sources and their publications, Importance of secondary data. Security of secondary data, Documentary Sources	15

4	<p>A) Sampling Techniques:Population defined, Types of population, Sampling Method, probability and Non Probability Sampling Methods, Size of a Sample, Problem as a Representative Sample, Merits and Demerits of Sampling Method, Universe, Source list, Sampling and Non Sampling errors.</p> <p>B) Classification And Tabulation:functions of classification, Rules, Bases for classification; Tabulation – Parts of a table, Format of a blank table, Types of table, Examples of Classification and Tabulation.</p> <p>C) Diagrams And Graphs:Types of diagram-dimensional diagrams, Pictogram, Cartogram; Graphs-types of graph, Graphs of frequency series, Graphs of time series, Histogram, Frequency polygon, Ogives, Band graph and Range graph; Difference between Diagram and Graph, Construction of Diagrams and Graphs.</p> <p>D) Report Writing :Purpose and Contents of the Report; Foot Note, Reference, Bibliography, Appendices.</p> <p>Computer and Research</p>	15
	Tutorial	15
	TOTAL	75

Reading List :

1. Gupta K.Shashi,Rangi Praneet,(2016),Kalyani Publishers,3rd Edition,
2. Kothari, C.R, (2016),“Research Methodology Methods And Techniques” ,New Age International Publishers, 2nd Edition,
3. Nair R.Suja, (2014) “Marketing Research”,Himalaya Publishiing House,2nd Edition,.
4. Sarangi Prasant ,(2010) “Marketing Research”,Taxman’s
5. Arora Richa, Mahankale,R.Nitin, “Marketing Research”,PHI Private Limited

SEMESTER- II

COURSE CODE: PGDAMM C208

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Develop basic understandings of video production and crating ads for tv and radio

CO2: Use and understanding camera and shots used for tv production

CO3: Understand basic editing and use of TRANSITIONS

CO4: Understand basic selling process and overcoming objections and converting prospects to consumers

PGDAMM C208 : Video and Radio Production, Workshop on Marketing Management (Practical) (5Credits)		
Units	Topics to be covered	No. of hours
1	<p>Video and Radio Production :</p> <p>(a) Introduction to Video Production-Television production process-production elements-Camera, Lighting, Audio, Switching, Video Recording and Special effects-Television Studio-Studio, control Room Stages in Production: Pre –production-Post Production-Production people-Nontechnical personnel-Technical personnel-News production personnel</p> <p>(b) Types of Video Camera –Formats-Shots-Types of Shots-Camera Movement</p> <p>(c) Editing –linear and non-linear-on-line and offline</p> <p>(d) Uses of sound and music in productions-types of microphones. Commercial and PSAs on TV- commercial and PSAs on radio.</p>	45
2	<p>Workshop on Marketing Management:</p> <p>Sales Management : Concept ,Nature, Significance, qualities of Salesman ,Salesmanship :types of Salesman, Personal Selling process, (AIDAS, Right Set of Circumstances Theory , Buying Formula Theory, Behavioral Equation theory, Blake & Moutons (Sales Grid theory)</p>	30
	Total	75

Reading List :

1. Sahu PK Raut KC. (2003). Salesmanship and Sales Management, Vikas Publishing House Pvt. Ltd., 3rd edition.
2. Dutta Bholanath, C Girish (2001). Salesmanship, Himalaya Publishing House, 1st edition.
3. Holman Tomlinson, Sound for Digital Video, Focal Press.
4. Felix Lionel & Shlorz Demien. Hands-on Guide to Video Blogging and Podcasting Emerging Media Tools for Business Communication, Focal Press.
5. Belavadi Vasuki – Video Production, Oxford University Press, 2nd edition.

6. Rumsey Francis – The Audio Workstation Handbook, Focal Press.

SEMESTER- II

COURSE CODE: PGDAMM C209

TITLE:PUBLIC RELATIONS

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Coordinate and contribute to the planning of public relations activities and knowing the basics of a press conference and a press kit.

CO2: Develop the communication skills, theoretical and practical knowledge.

CO3: Select strategies and tools to build and manage stakeholder relationships to support public relations activities.

CO4: Produce effective, accessible and timely print, digital and multimedia communications independently and collaboratively.

<u>PGDAMM C209 : Public Relations</u>		
PWC (Theory :4credits + Tutorial: 1credits)		
Units	Topics to be covered	No. of hours
1	<ul style="list-style-type: none">• Understanding PR• PR –Concepts, Definitions and Theory• Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links.• The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney)• Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory• Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising	15

	<ul style="list-style-type: none"> Defining Publics/Stakeholders 	
2	<ul style="list-style-type: none"> PR Process & Practice: PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation. Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics) 	5
3	<p>a) The Public Relation Environment Trends,</p> <ul style="list-style-type: none"> Consequences, Growth and Power of Public Opinion Political PR, PR vs Spin Sports PR Entertainment and Celebrity Management <p>b) Persuasion And Public Relations The Power</p> <ul style="list-style-type: none"> Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change <p>Media Relations</p> <ul style="list-style-type: none"> Understanding Media Needs/New Value of Information etc. 	10
4	<p>PR And Writing Printed Literature, Newsletters,</p> <ul style="list-style-type: none"> Position Papers/Opinion Papers and White Papers and Blogs Crisis Communication PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations Media Tracking, PR Angle & Response Research in PR Laws and Ethics in PR Introduction to PR Awards PR Measurements Campaign Planning in PR 	15
	Tutorial	15
	TOTAL	75

Reading List:

1. Kumar Niraj "Marketing Communication Theory And Practices", Himalaya Publishing House.

2. Belch & Belch “Advertising and Promotion An Integrated Marketing Communication Perspective”, Tata McGraw –Hill Publishing
3. Reddi.Narasimha C.V.(2004), “Effective Public Relations And Media Strategy”,PHI Learning Private Limited,1st Edition.
4. Kotler,Keller,Koshy And Jha “ Marketing Management” Pearson Education, 13th Edition
5. Shukla A.K. “Marketing Management” Vaibhav Laxmi Prakashan, 1st Edition,

Discipline Specific Elective (DSE) (5credits each)

SEMESTER – II

Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

COURSE CODE: PGDAMM DSE201

TITLE:CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OUTCOME

After completion of the course, the students will be able to:

CO1: Understand the core concept of CRM paradigm.

CO2: Emphasize CRM as a business strategy as the need of the hour

CO3: Understand the organizational analytical and strategic context of crm.

CO4: Implement various technological tools for data warehousing, mining and also successful implementation of CRM in the organisation.

<u>PGDAMM DSE201</u> : Customer Relationship Management		
PWC (Theory :4 credits + Tutorial: 1credits)		
Units	Topics to be covered	No. of hours

1	A) Evolution of Customer Relationship: CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing B) CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.	15
2	Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	15
3	Implementation of Customer Relationship Management Programs :Integrating Customer Data into Customer Relationship Management Strategy – Data Mining, Data Warehousing for Customer Relationship Management – Role of IT and Internet in Customer Relationship Management	15
4	Programs : Customer Strategies- Application of Customer Relationship Management in Telecom, Healthcare, Banking and Insurance Industries.	15
	Tutorial	15
	TOTAL	75

Reading List:

1. Francis Buttle (2009) CRM: Concepts and Technologies, Elsevier, , Reed Elsevier India Private Limited, 2nd Edition.
2. Jagdish n Sheth, Atul Parvatiyar & Ga Shainesh, (2009)Customer Relationship management, Emerging Concepts, Tools and Applications, , Tata Mcgraw hill Company Limited
3. Ken Burnett,(2005) The Handbook of Key Customer Relationship management, pearson Education.
4. Schiffman, Leon, G and Kannuk, Leslie Lazar: Consumer Behaviour Prentice Hall of India Peelan - Customer Relationship Management, Pearson Education.
5. Brown, A. Stanly, Customer Relationship Management, John Wiley.
6. Dyche, Jill., The CRM Handbook- A Business Guide to CRM, Pearson Education Asia.
7. Gosney, John W. and Thomas P. Boehm: Customer Relationship Management Essentials, Prentice Hall.
8. Seth, Jagdish N., Customer Relationship Management, Tat McGraw Hill Publishing Co.