

ME503: MARKETING CHANNEL MANAGEMENT

No. of credits: 03

➤ COURSE OUTLINE:

Marketing Logistics

- Logistics and its importance,
- Functions of Logistics management

Procurement /Purchasing, Inward Transport, Receiving, Warehousing, Stock Control, Order Picking, Materials Handling, Outward Transport, Physical Distribution Management, Recycling, Returns, and Waste Disposal

- Importance of Communication in Logistics
- Technology in Logistics
 - Electronic Data Interchange (EDI), Artificial Intelligence, Expert Systems, Communication Technology, Bar Coding and Scanning
- Streamlining the Logistics Process
- Strategic Issues in Logistics Management

Marketing Channels

- Evolution of Marketing Channels
 - The Production Era, The Sales Era, The Marketing Era, Relationship Marketing Era
- Channel member and their roles
- Roles of Channel Members
- Channel Functions
- Designing marketing channels
 - Channel Structure, Channel Intensity, Types of Channel Intermediaries at Each Level
- Channel Flows and Costs

Channel Integration

- Importance of Channel Integration
- Vertical Marketing Systems
- Types of vertical marketing systems
 - Corporate VMS, Administered VMS, Contractual VMS
- Horizontal Marketing Systems
- Hybrid channel system
- Designing and Managing Hybrid Channel Systems

Channel Management

- Recruiting Channel Members
 - Recruiting as a Continuous Process, Recruiting Manufacturers, Screening
- Criteria for Selecting Channel Members
 - Sales Factors, Product Factors, Experience Factors, Administrative Factors, Risk Factors
- Motivating Channel Members
- Distributor Advisory Councils
- Modifying Channel Arrangements
 - PLC Changes, Customer-Driven Refinement of Existing Channels, Growth of Multi-Channel Marketing Systems
- Managing Channel Relationships
 - Cooperation and coordination, Conflict, Power

Evaluating Channel Performance

- Performance Measures in Marketing Channels
 - Channel Performance at a Macro Level, Channel Performance at a Micro Level
- Models to Diagnose Channel Profitability
 - Strategic Profit Model, Economic Value Analysis
- Appraisal of Channel Members' Contribution
 - Activity based costing, Direct product profit
- Result of Channel Performance

Managing Channel Conflicts

- Sources of Conflict
 - Goal Incompatibility, Differing Perceptions of Reality, Clashes over Domains
- Types of Conflicts

- Pre-contractual and Post-contractual Conflicts, Channel Level Conflicts
- Conflict Management Techniques
 - Negotiation (Bargaining), Persuasive Mechanism, Problem-solving Strategies, Political Strategies, Co-operation
- Channel Leadership
- Role of Leadership Power in Resolving Conflicts

Wholesaling

- Wholesaling and its importance
- Types of Wholesalers
 - Merchant Wholesalers, Agents and Brokers, Manufacturer's Wholesalers
- Strategic Issues in Wholesaling
 - Target Market Decisions, Marketing Mix Decisions
- Trends Shaping Wholesale Distribution
 - Functional Overlap, Increased Services, Pricing and Credit, Regional Coverage
 - Organizational Form and Size
- Impact of Information Technology on Wholesaling
- Challenges in Wholesaling
 - Inventory Management, Sales Management, Promotion Management, Financial Planning and Management

Retailing

- Retailing and its Importance
 - Importance to Consumers, Source of Employment
- Evolution of Retailing
 - Wheel of Retailing, Industrial Revolution, Competition and Trade-up, Regression and Assimilation, Innovation
- Classification of Retailers
 - Classification Based on Type of Ownership, Store-based Retailers, Non-store Based Retailing
 - Non-Traditional Retailing, Service Vs Goods Retail Strategy Mix
- Strategic Issues in Retailing
 - Store Location, Retail Store Image, Store Size, Promotion, Role and Impact of Private Brands on Power of Retailers
- Trends in Retailing

➤ **SUGGESTED REFERENCES:**

Sales and Distribution Management, Tapan Panda and Sunil Sahadeo, Oxford publications

ME504: MARKETING OF SERVICES

No. of credits: 03

➤ **COURSE OBJECTIVE:**

This is an elective course for students specializing in the area of Marketing. It is aimed at equipping the students to clearly understand the issues concerning the concepts and practice of Services Marketing.

➤ **COURSE OUTLINE:**

Topics and Coverage

1. Distinguishing Features of Services
2. STP and the 7 Ps of Services Marketing
3. Services Experience, Service Design, Service Quality
4. Behavior of consumers, the Process View of Services
5. Service profit Chain, Productivity and Yield Management
6. Demand & Supply management
7. Service Guarantees, Service Recovery, Integrated Services strategy
8. Moments of Truth at all Customer Touch points

Some special topics like BPR, CRM, issues related to banking, IT services, retailing will also be briefly touched upon.

The pedagogy will be participative and will include discussion, case studies, assignments and projects. Only serious students are encouraged to opt for this course.

➤ **EVALUATION COMPONENTS:**

Project Submission	20
Project Presentation	20

Cases/Assignments	20
Attendance/Participation	10
Final Exam	30

➤ **TEXT BOOK:**

1. Services Marketing: Rajendra Nargundkar

➤ **REFERENCE:**

2. Services Marketing: Christopher Lovelock

ME501: NEW PRODUCT MANAGEMENT

No. of credits: 03

➤ **COURSE OBJECTIVE:**

The course has been designed keeping in view the important role played by marketing team in product management in an organization both in the areas of product management and product mix management. At the end of the term the student will become familiar with the process of developing and launching new products. The course also covers the management of new products after its launching.

➤ **COURSE OUTLINE:**

The importance of new products in strategic planning process

The ideation stage

Concept generation – goals, process and people
 Concept generation – the problem / solution route
 Attribute analysis
 Other fortuitous scan methods and out side ideas

The Concept evaluation

The concept evaluation system
 Charter and pre screening

The full screen
Product use testing
Market testing – Pseudo sale
Market testing – controlled and full sale
Financial analysis

Commercialization

Control and launch cycle
The marketing plan
Tools of the marketing mix
Post launch control

Structure / environment

Organizing for new products
Managing the process
Public policy issues – product liability
The future and other thoughts

➤ **SUGGESTED READING:**

New Products Management, Merle Crawford, Irwin series

ME502: RETAIL MANAGEMENT

No. of credits: 03

➤ **COURSE OBJECTIVE:**

With the economy in its upswing and consumer purchasing powers and life style is witnessing a change, India has become one of the major market for global retail brands and most of them are already in or on their way to be in. This has also triggered many Indian companies also to set up retail chains and thus making retailing as one of the most vibrant growth area. The course has been designed to understand various aspects of retailing management like location, human resource issues, shop management, merchandising and promotion.

➤ **COURSE OUTLINE:**

- *The world of retailing*

What is retailing, Economic significance of retailing, Opportunities in retailing

The retailing management decision process

- ***Store based retailing***

Types of retailers, Trends in retail industry, Food retailing, General merchandise retailing, Services retailing, Types of ownership

- ***Electronic and non store retailing***

Non store v/s store based retailing, Electronic retailers, Catalogue and direct mail retailers, direct selling, Vending machine retailing, Tele vision home shopping

- ***Financial strategies***

The strategic model, The profit path, The turn over path, Setting performance objectives

- ***Retail locations***

Types of retail locations, Location and retail strategy, Departmental store Specialty apparel stores, Category killers, Grocery stores

- ***Site selection***

Factors affecting the demand for a region, Factors affecting the attractiveness of the site, Estimating demand for a new location

- ***The retail customer***

Generational cohorts, Ethnic diversity, Income, Changing customer demography

Changes in consumer values

- ***Customer buying behavior***

Types of buying decisions, Buying process, Factors influencing the decision making process, Market segmentation

- ***Retail marketing strategies***

What is retail strategy, Target market and retail format, Building a sustainable competitive advantage, Growth strategies, International growth opportunities

The strategic retail planning process

- ***Organizational structure and human resource management***

HRM objectives, Designing the organizational structure of a retail firm, Retail organization structure, Motivating and co-ordinating employees, Building employee commitment, Managing diversity

- ***Information system and supply chain management***

Strategic advantage through supply chain management, The flow of information

Physical flow of merchandising, Logistics of retailing

- ***Merchandising management***

Organizing buying process by categories, Setting merchandising financial objectives, The assortment planning process

- ***Buying systems***

Merchandise budget plans, Open to buy, Allocating merchandise to stores
Analysing merchandising performance

- ***Buying merchandise***

Branding strategies, International sourcing decisions, Meeting vendors
Establishing and maintaining strategic relationship with vendors

- ***Pricing***

Pricing strategies and practices, Cost oriented, competition oriented,
demand oriented pricing

- ***Retail communication***

Role of retail communication, Planning retail communication, Retail advertising programme, frequent shopper loyalty programme

- ***Managing store***

Recruitment, selection, training store employees, Evaluating the stores employees

Compensating and rewarding store employees, Legal issues, Controlling the cost

Reducing the inventory cost

- ***Store layout, design and visual merchandising***

Store layout, Space planning, Merchandising presentation techniques, Atmospherics

- ***Customer service***

Strategic advantage through customer service, Customer evaluation of service quality, GAPs model for improving retail services quality, Communicating the service promise

➤ **SUGGESTED REFERENCES:**

Managing Retailing , Piyush Kumar Sinha, Dwaraka Prasad, Oxford publications

Retailing Management, Lewy and Witz, McGraw Hill

Retailing Management, Swapna and Pradhan, McGraw hill

Retail Management, Gibson Vedamani, Jaico Publishing