

ME603: EVENT MARKETING AND MANAGEMENT

No. of credits: 03

➤ COURSE OBJECTIVES:

In the recent time the event marketing and management is becoming more and more organized with many corporate creeping in. The subject has been designed to understand the various types of events and the ways in marketing and managing them.

➤ COURSE OUTLINE:

- Introduction to Event Management
- Event promotion, advertising and public relations
- Electronic event marketing
- Funding of event marketing programme
- Marketing association meetings, conferences, events and expositions
- Management of corporate meetings, products, services and events
- Marketing festivals, fairs, other special events
- Trends in event management

➤ SUGGESTED READING:

Leonard H. Hoyle, Event Marketing and Management, Wiley series publications

ME602: MARKETING OF FINANCIAL PRODUCTS AND SERVICES

No. of credits: 03

➤ COURSE OBJECTIVES:

The course has been designed to enlighten the students in the area of marketing of financial products and services. The financial products have different

characteristics and the marketing strategies have to be highly customized and the course has been designed with fundamentals of financial services and products.

➤ **COURSE OUTLINE:**

Challenges of marketing of financial services / products

The consumer decision making process - what is financial services, rational consumer decision making process, decision patterns, behavioral patterns

Categories of financial services / products

Saving products - saving accounts, deposits, atocks, mutual funds, pension plans, other saving products

Credit products - home mortgages, home loans, collateral loans, credit cards

Insurance products - Home owners insurance, auto insurance, life insurance, special insurance products

Transaction processing services

Checking accounts, debit cards, ATMs

Pricing - pricing the financial services, approaches for pricing financial services, category specific pricing

Advertising - advertising financial services, frame works for advertising financial services

Distribution - Strategic role of distribution in financial services marketing, distribution system used in financial services marketing, agency system, determination of system characters, impact of technology on distribution of financial services

New product introduction in financial services market

Segmenting the financial markets – process, cluster analysis, targeting customer segments

Customer satisfaction with financial services

Regulations governing financial services marketing – why regulations, objective for regulating, regulatory bodies, regulation governing financial services market

Strategic market planning in financial services

➤ SUGGESTED READING:

Marketing of Financial Services, Hooman estelami, Do Ear Publishing

Marketing of Financial products, ICMR resources

ME601: STRATEGIC MARKETING

No. of credits: 03

➤ COURSE OBJECTIVE:

The course basically focuses on giving on-hand opportunity for formulating marketing strategies and designing the steps for implementation of those strategies. This subject makes students to think out side the books in terms of applications of the marketing conceptual which they learnt in their earlier terms.

➤ COURSE OUTLINE:

MARKETING IN NEW ECONOMY

- Challenges and Opportunities in Marketing Management
- Major marketing activities and decisions

STRATEGIC MARKETING PLANNING

- Strategic planning process
- The marketing plan

SITUATION ANALYSIS

SWOT analysis

MANAGING CUSTOMER RELATIONSHIP

- Understanding consumer buying behavior
- Understanding business buying behavior
- Managing customer relations
- Managing customer satisfaction

MARKET SEGMENTATION, TARGETING AND POSITIONING

PRODUCT RELATED STRATEGIES

PRICING STRATEGIES

DISTRIBUTION AND SUPPLY CHAIN STRATEGIES

INTEGRATED MARKETING COMMUNICATIONS

MARKETING IMPLEMENTATION AND CONTROL

FINANCIAL IMPLICATIONS OF MARKETING IMPLEMENTATION

➤ SUGGESTED BOOKS FOR REFERENCE:

O.C.Ferrel and Michael Hartline, Thomson publishers