VPM'S K.G. JOSHI COLLEGE OF ARTS AND N.G.BEDEKAR COLLEGE OF COMMERCE, THANE(WEST)

SYLLABUS OF B.VOC. IN SALES AND MARKETING

(UNDER University Grant Commission-National Skill Qualification Framework)

(3 YEARS DEGREE COURSE WITH 6 SEMESTERS)

From Academic Year 2020-21

SEMESTER I & II

Paper No.	SEMESTER I		CRE DITS	Paper No	SEMESTER II		CRED ITS
1.1	Introduction to Retail & Retail Store Operations	RASCI Skill Paper AND Internship	18	2.1	Store Display & Visual Merchandising	RASCI Skill Paper AND Internship	18
1.2	Consumer Buying Behaviour & Retail Sales			2.2	Sales Management		
1.3	Customer Service & Customer Relationship Management			2.3	Organisation & Team Dynamics		
1.4	Fundamentals of Management	General Paper	4	2.4	Accounting for Managerial Decisions	General Paper	4
1.5	Foundation Course-I	General Paper	4	2.5	Foundation Course-II	General Paper	4
1.6	Business Statistics	General Paper	4	2.6	Business Mathematics	General Paper	4
	Total		**30**		**Total**		**30**

SEMESTER III & IV

Paper No.	SEMESTER III		CRE DITS	Paper No	SEMESTER IV		CRED ITS
3.1	Retail Store Operations & Profitability Management	RASCI Skill Paper AND Internship	18	4.1	Understanding Leadership	RASCI Skill Paper AND Internship	18
3.2	Customer Experience Management			4.2	Team & Organisational Dynamics		

3.3	Field Sales Management –I	General Paper	3	4.3	Field Sales Management –II	General Paper	3
3.4	Marketing Management	General Paper	3	4.4	Advertising & Publicity Management	General Paper	3
3.5	Business Law-I	General Paper	3	4.5	Business Law-II	General Paper	3
3.6	Information Technology in Management-I	General Paper	3	4.6	Information Technology in Management-II	General Paper	3
	Total		**30**		**Total**		**30**

SEMESTER V & VI

Paper No	**SEMESTER V**	**Skill/ General**	**CREDITS**	**Paper No.**	**SEMESTER VI**	**Skill/ General**	**CREDITS**
5.1	Retail Store Operations & Sales	RASCI Skill Paper	18	6.1	People, Process & Profitability Management	RASCI Skill Paper	18
5.2	Process Compliance, Safety & Security	AND Internship		6.2	Business Ethics and Corporate Social Responsibility	General Paper	2
5.3	Logistics & Supply Chain Management	General Paper	3	6.3	International Marketing	General Paper	3
5.4	Event Marketing	General Paper	3	6.4	Rural Marketing	General Paper	3
5.5	Marketing Research	General Paper	3	6.5	Brand Management	General Paper	3
5.6	E-Commerce & Digital Marketing	General Paper	3	6.6	Internship Project Work	General Paper	3
	Total		**30**		**Total**		**30**

F.Y.B.VOC. IN SALES AND MARKETING SEMESTER-I

1.1 Introduction to Retail & Retail Store Operations

Course Outcomes

1. To communicate positively the purpose & objectives of the store to all store team members

2. To explain the importance of effective team communication

3. To understand the concept of team dynamics

Unit I: Introduction to Retail and Retail Store operations

- Overview of Retail Industry- Retailing - Understand the Evolution of Retail- Understand the overview of Retail Industry in India -Explain Organized and Unorganized Retail Sector
- Types of Retail Formats- Define- Types of Retail Formats
- Store Processes- Pre-Store Opening, Store Opening and Closing Understand Loss Prevention & Shrinkage Understand Store Merchandise Handling

Unit II -Process credit applications for purchases

Overview and Need for Credit Facility- Characteristics and Conditions of Credit Facility- Legal and Company Criteria for Providing Credit Facilities- Legal and Company Processes for Credit Checks and Authorisation- Prompt Solution to Problems in Processing Credit Application Forms

Unit III-Team and Organisational Dynamics

Job responsibilities of a Sales Associate- Skills of a competent Sales Associate

Work effectively in your team- Supporting the Team in Working Effectively: Communication Etiquette- Employees' Responsibilities towards the Team- Developing Effective Work Habits

Unit IV-Work effectively in organisation

- Working in an Organisation Across Teams- Demonstrating Problem Solving Skills- Evaluating the Progress of Organisational Coordination and Health and Safety Arrangements
- Help keep the store secure- Security Risks and their Types- Role, Authority and Responsibility of Employees in Handling Security Risks- Policy and Procedures of an Organisation for Handling Security Risks- Security Risk Reporting- Following Company Security Policy and Procedures
- Help maintain healthy and safety- Health, Safety, and Security Plans and Procedures- Reporting Health and Safety Concerns- Company Policies towards Health and Safety- First Aid and Emergency Medical Plan- Making Work Environment Safe

1.2 Consumer Buying Behaviour & Retail Sales

Course Outcomes

1. To understand the basics of consumer behaviour

2. To learn the techniques to maximise sale of Goods and Services

3. To analyse the importance of product demonstration

UNIT-I: Consumer Buying behaviour and Retail Sales

Basics of Consumer Shopping Behaviour- Product Descriptions & Retail Selling techniques-

Demonstrate products to customers- Role of Demonstration in Promoting and Selling Products- Preparation of Demonstration Area- e Features and Benefits of Products during a Product Demonstration- Logical Sequencing Steps involved in Product Demonstration

Unit –II: Help customers choose right products

Explaining Product Features and Benefits to Customers to Promote Sales and Goodwill- Helping Customers Choose Products and Handling Customer Queries- Identifying Opportunities for Up-selling and Cross-selling- Collecting and Interpreting Customer Responses and Acknowledging Customer Buying Decision- Techniques of Closing Sales and Bill Payment- Legal Rights Related to Returning of Unsatisfactory Goods

UNIT-III: Provide specialist support to customers facilitating purchases

Informing Customers about Specialist Products: Features and Benefits- Displaying Products of Customer's Interest- Providing Product Information and Response to Customer Queries- Demonstration of Specialist Products- Performing Safe and Valuable Product Demonstration- Safety and Security of Store during Demonstration

UNIT-IV: Maximise sales of goods & services

Analysing Features and Benefits of Products- Identifying and Reporting Promotional Opportunities- Promoting of Products- Recording and Evaluating Promotion Results

1.3 Customer Service & Customer Relationship Management

Course Outcomes

1. To communicate positively the purpose & objectives of the store to all store team members

2. To explain the importance of effective team communication

3. To understand the concept of team dynamics

UNIT I:Create a positive image of self & organisation in the customers mind

Establishing Organizational Image- Developing Basic Etiquettes- Appropriate Customer Handling- Explaining and Interpreting Complex Information to Customers- Building Relationships with Internal and External Customers- Creating and Analysing Database

UNIT II: Monitor and solve service concerns

Understanding Customer Service Problems: Organisational Procedure and System- Solving Customer Service Problems- Informing and Analysing Actions Taken- Resolving Repeated

Customer Service Problems- Monitoring Changes and Analysing the Impact of Successfully Resolved Customer Service Problems

Collecting, Analysing and Presenting Customer Feedback- Improving Customer Service- Implementing Changes in Customer Service Standards - Reviewing Implemented Changes in Customer Service Standards

UNIT-III: Promote continuous improvement in service

Improve customer relationship- Improving Relationship and Communication with Customers- Maintaining Balance between Customer and Organisational Needs- Meeting and Exceeding Customer Expectations

Provide personalised sales & post sales service support- Preparing for Customer Visits- Providing Personalised Service to Customers- Meeting Company's Customer Service Standards- Company Procedure for Maintaining Client Records- Developing Relationships with Customers

UNIT IV: Resolve customer concerns

Identifying Customer Service Problems- Determining Solutions Solution for Customer Service Issues- Communicating Solution Options to Customers- Taking Actions to Resolve Customer Service Problems- Dealing with Repeated Problems and No-Solution Situations

To organise the delivery of reliable service- Planning Customer Service Delivery- Organising Reliable Customer Service- Following Organisational Procedures for Customer Service Delivery- Maintaining and Controlling Customer Service Delivery- Using Recording Systems to Maintain Reliable Customer Service.

1.4 Fundamentals of Management

Course Outcomes:
1. To make the learners aware about conceptual knowledge and evolution of Management.
2. To familiarize the learners with the functions in Management.

Unit – I Introduction to Management:
- **Management:** Concept, Nature, Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills
- **Evolution of Management**- Classical Approach- Scientific and Administrative Management; The Behavioral approach; The Systems Approach; Contingency Approach, IT Approach.

- **Modern Management Approach**- Peter Drucker's Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.

Unit – II Planning and Decision Making:

- **Planning**- Concept, Planning Process, Types of Plans, Components of Plan
- **Management by Objectives**; -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components
- **Decision making** – Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.

Unit – III Organizing

- **Organizing:** Concept, Steps, Principles of Organization: Organizational Structures- Features of Line & Staff Organisation, Matrix Organisation & Virtual Organisation
- **Departmentation**: Meaning & Bases of Departmentation, Span of Management
- **Delegation of Authority**- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation

Unit – IV Leadership, Motivation and controlling :

- **Leadership**- Concept, Functions, Leadership Styles, Qualities of a good Leader
- **Motivation** – Concept, Factors influencing Motivation, Motivational Theories – Maslow's Needs Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X and Theory Y.
- **Controlling-** Concept, Types and Strategies for Control, Steps in Control Process, Budgetary and Non- Budgetary Controls. Characteristics of Effective Controls

1.5 Foundation Course –I

Course Outcomes

- To acquaint students with diverse nature of Indian society
- To provide broad outline of Indian Constitution, its preamble, features,etc.
- To make students aware both about fundamental rights and duties

- To make the students understand natural and man-made disparities

Unit I: Diverse nature of Indian Society   09

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

Unit II: Disparities in Indian Society   09

1. Communalism
2. Casteism
3. Linguism and regionalism

Unit III: Inequalities in Indian Society   09

1. Gender inequality – Violence against Women and Declining Sex Ratio
2. Gender inequality – Low political participation of women
3. Problems of the differently-abled people and solutions

Unit IV: Introduction to the Constitution   09

1. Philosophy of the Constitution(with reference to the Preamble)
2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

Unit V: Human Rights   09

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights: Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

1.6 Business Statistics

Course Outcomes

1. To develop the students ability to deal with numerical and quantitative issues in business
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
3. To have a proper understanding of Statistical applications in Sales and Marketing.

Units 1- Introduction to Statistics

Introduction: Functions/Scope, Importance, Limitations,

Data: Relevance of Data(Current Scenario), Type of data(Primary & Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources)

Presentation Of Data: Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives, Pareto chart)

Units 2 -Measures of Central Tendencies and Measures of Dispersion

Mean(A.M, Weighted, Combined),Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram)

Measures of Dispersion Measures Of Dispersion: Range with C.R(Co-Efficient Of Range), Quartiles & Quartile deviation with CQ (Co-Efficient Of Quartile),

Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance)

Units 3- Correlation , Regression and Time series

Co-Relation: Karl Pearson, Rank Co-Relation, Linear Regression: Least Square Method, Time Series: Least Square Method, Moving Average Method, Determination of Season .

Units 4- Probability and Decision Theory

Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Expectation & Variance, Concept of Probability Distribution(Only Concept),Decision Theory: Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty, Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace &Hurwicz), Probabilitistics (Decision Making under risk):EMV, EOL, EVPI, Decision Tree

F.Y.B.VOC. IN SALES AND MARKETING SEMESTER-II

2.1 Store Display & Visual Merchandising

Course Outcomes

1. To understand the need and importance of Store Hygiene and cleanliness.

2. To explain the various elements of Store Hygiene and cleanliness.

UNIT I: Organize the display of products at the store

Prepare Products for Display- Label Product Displays- Arrange and Maintain Products for Display

Unit II: Plan visual merchandise

Interpret Visual Design Briefs for Retail Displays- Role of Visual Merchandiser in Improving Store Visual Appeal-

Unit III: Elements of Display and Potential Places for Product Display- Role of Props, Equipment and Materials in Display-

UNITIV: Updating Stock Records for Merchandise Display

2.2 Sales Management

Course Outcomes:

1. To equip the students with product and service knowledge.

2. To understand Retail Markets-Competition and Best Practices

Unit I: Maintain the availability of goods for sale to customers

Display Requirements and Types of Merchandise- Informing Staff about Dressing Techniques and Role of Lighting- Evaluating Visual Effects of Displays and Suggesting Changes- Monitoring and Informing Price Changes in Products- Identifying and Removing Unwanted Materials

Unit II: Processing the sale of products

Providing Product Insights to Customers- Point of Sale (POS) Procedures- Modes of Payment Available to Customers- Arranging Products for Sale

Allocate and check work in your team-Brief Team Members about Work Requirements and Standards- Allocate Work Based on Skill and Knowledge- Plan Work to Make Optimum Use of Resources- Seeking Clarifications with Senior Authority- Performance Appraisal of Team Members

Unit III Establish and satisfy customer needs

Providing Information to Customers- Role of Product Demonstration in Driving Sales-Assisting Customers to Choose Products- Gather and Analyse Customer Responses- Sales Closure and Billing against Customer Purchases- Developing and Continuing Good Rapport with Clients

Monitor and solve customer service problems-Organisational Procedures and Systems for Handling Techniques- Solving Customer Service Issues by Coordinating with others-Reassuring and Negotiating with Customers- Identifying Repeated Customer Service Problems- Impact of Successful Problem Resolution on Customer Loyalty

UNIT IV: Communicate effectively with stake- holders

- Role and Significance of Communication in an Organisation- Following Organisational Standards during Communication- Check Proper Functioning of Communication Equipment-
- Importance of Body Language and Feedback in Communication- Role of Communication in Resolving Conflicts and Seeking Help- Communicating with Customers in Respectful Manner
- Customer Experience Management-Effective After Sales Service & Customer feedback management

2.3 Organisation & Team Dynamics

Course Outcomes:

1. To learn about the concepts of Company Vision, Mission and Values.

2. To understand Company's Policies and Procedures

Unit I: Organization & Team Dynamics

Organisational overview- Role and skills of a team leader

Work Effectively in a Retail Team- Effective Communication and Teamwork- Developing Healthy Relationship with Colleagues- Plan and Organise Work Routine- Collaborating with Colleagues to Achieve Targets- Following Personal Hygiene and Report Misbehaviour to Manager- Maintain Balance between Work and Personal Priorities

Unit II: Work effectively in your organisation

Achieving Organisational Goals through Teamwork- Follow Organisational Guidelines and Work Related Instructions- Understanding and Working within Job Responsibility- Setting Realistic Targets and Flexible Work Plans- Being Open to Feedback

Unit III: Help maintain healthy and Safety

Health, Safety, and Security Plans and Procedures- Lifting and Handling Goods Safely-Understanding Hazards-

Unit IV: Reporting Safety Concerns

Safety and Emergency Medical Plan- Evacuation Plan and Measures to Enhance Employee Health

2.4 Foundation Course- II

Course Outcomes

- To update students about changing economic scenario

- To make students aware about environmental issues and its preservation

- To help students understand role of political parties in India

- To acquaint students with psychological aspects involving stress, conflict management, etc.

Unit I: Globalization: Impact on the Society   09

1. Understanding the concept of Liberalization, Privatization and Globalization

2. Positive Impact of Globalization

3. Negative Impact of Globalization

Unit II: Nature of Political Parties in India **09**

1. Classification of political parties
2. Salient features of party system in India
3. Problems faced by political parties

Unit III: Ecology **09**

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress **09**

1. Causes of Stress
2. Effects of Stress
3. Stress Management

Unit V: Understanding Psychological Conflicts **09**

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

2.5 Business Mathematics

Course Outcomes

1. To understand the basic concepts of Mathematics.

2. To have a proper understanding of mathematical applications in Sales and Marketing .

Unit 1-Ratio, Proportion and Percentage

Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage: Meaning and Computations of Percentages.

Unit 2 - Profit And Loss

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount, Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit 3-Financial Mathematics

Simple and compound interest, Concept of present value and future value, Equated Monthly Installments (EMI) reducing balance & Flat Interest rate of interest, Annuities : Types of Annuities, Shares and Dividends : Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.

Unit 4-Matrices And Determinants (upto order 3 only) Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Ad joint of a Matrix, Inverse of a Matrix via adjoint method , System of linear equations solution

Permutation and Combination: Factorial Notation Fundamental Principle of counting, Permutation as arrangement, Simple examples, combination as selection, simple examples on commercial application of permutation and combination.

2.6 Accounting for Managerial Decisions

Course Outcomes

1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
2. To enhance the abilities of learners to analyze the financial statements.
3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.
4. To make the students develop competence with their usage in managerial decision making and control.

Unit- I Introduction to Accounting for Management –

Introduction to Management Accounting – Meaning, Nature, Scope, Functions, Decision Making Process, Financial Accounting V/s Management Accounting   Analysis and Interpretation of Financial Statements i) Study of Balance sheet and Income statement / Revenue statements in vertical form suitable for analysis ii) Relationship between items in Balance Sheet and Revenue statement iii) Tools of analysis of Financial Statements (i) Trend analysis (ii) Comparative Statement (iii) Common Size Statement Note : (i) Problems based on trend analysis (ii) Short Problems on Comparative and Common sized statements

Unit -II Ratio Analysis and Interpretation :

A. Balance Sheet Ratios : i) Current Ratio ii) Liquid Ratio iii) Stock Working Capital Ratio iv) Proprietary Ratio v) Debt Equity Ratio vi) Capital Gearing Ratio

B. Revenue Statement Ratio: i) Gross Profit Ratio ii) Expenses Ratio iii) Operating Ratio iv) Net Profit Ratio v) Net Operating Profit Ratio vi) Stock Turnover Ratio

C. Combined Ratio : i) Return on capital employed (Including Long Term Borrowings) ii) Return on proprietor's Fund (Shareholders Fund and Preference Capital) iii) Return on Equity Capital iv) Dividend Payout Ratio v) Debt Service Ratio vi) Debtors Turnover vii) Creditors Turnover (Practical Question on Ratio Analysis)

Unit -III Working Capital & Marginal Costing-

Working Capital : Concept, Nature of Working Capital , Planning of Working Capital

Marginal Costing -Concept and its practical applications in Managerial decisions, BEP analysis, P/V Ratio and their applications in solutions to business problems , Life Cycle Costing

Unit-IV Budgeting and Budgeting Control - Flexible Budget and cash Budget , Capital Budgeting - Pay Back Method , NPV, The Profitability Index, IRR and ARR techniques and their practical applications in decision making process.

S.Y.B.VOC. IN SALES AND MARKETING SEMESTER-III
3.1 Retail Store Operations & Profitability Management

Course Outcomes:

1. To understand Inventory management

2. To understand merchandise management .

Unit I: Sales, Inventory and Merchandise Management

- Inventory and merchandise management- Understand Inventory Management Understand Merchandise Management
- Sales Strategy- Develop Sales Strategy and Campaigns

Unit II: Plan visual merchandise

Effective Visual Display- Elements of Display-Potential Places for display- Handling of Merchandise in Marketing and Promotional Campaigns- Monitor Merchandise Delivery and Stock Records

Unit III: Monitor and manage store performance

Planning Department Objectives- Monitoring Department Performance- Effective Communication- Encouraging Teamwork

Unit IV: Manage a budget

Preparation of Budget- Understanding Annual Business Planning Cycle- Proposing a Realistic Budget- Reviewing Your Budget Regularly

3.2 Customer Experience Management

Course Outcomes:

1. To study Customer's needs

2. To discuss the process of customer satisfaction

3. To deal with customers according to their requirements

Unit I: Establish and satisfy customer needs

Identifying Customers' Needs- Customer's Buying Decision- Providing Information and Advice to Customers- Maintenance of Store and Personal Hygiene- Customer Response

Unit II: Communicate effectively with stakeholders

Maintaining and Developing Relationships with Stakeholders- Communication Guidelines-Organisation Policies for Communication-

Unit III: Develop individual retail service opportunities

Identification of New Clients- Targeting Potential Clients and Keeping Records- Following Company Policies to Develop Business Relations- Customer Loyalty and Customer Service-Maintaining Client Confidentially- Review of Individual and team Performance

Unit IV: Customer Experience Management

Innovation in Customer Experience Management- Customer Experience Innovation

3.3 Field Sales Management -I

Course Objective:

1. To understand the concept of field sales management.

2. To Make Learners aware about practical applications of sales management.

Unit 1 Field Sales Management

- Introduction to Sales Management – Meaning & Concept – Nature, Objectives of Salesmanship, Function of Sales Management, Sales Management as a career option.
- Field Sales Management – Introduction, Concept of Personal Selling & Advertising, Difference between selling and Marketing, Difference between Advertising & Personal Selling , Changing face of Personal Selling.
- Sales Manager – Qualities & Qualification of Sales Manager – Essentials for a Successful Sales Manager – Duties & Responsibilities of a Sales Manager.

Unit 2: Sales Organisation

- Meaning, Nature, Characteristics of a Sales Organization, Need & Objectives of Sales Organization.
- Structure of Sales Organization, Types of Sales Organizations and factors affecting structure of Sales Organization.
- Centralization & Decentralization of Sales Organization, Merits and Demerits

Unit 3 :Sales Policies
- Product Policies – Branding , Promotional Policies – Promotional Measures
- Pricing Policies – Methods of Pricing, Factors, Strategies
- Place / Distribution Policies – Channels of Distribution-Types (Consumer & Industrial Goods), Factors affecting selection of channel of distribution

Unit 4:Sales Force Management
- Recruitment and Selection of Salesforce – Concept, Sources of Recruitment Steps in selection process, Training of Salesforce -Methods
- Compensating & Motivating the Sales Team -Methods of Compensation, Monetary and Non-Monetary tools of Motivation.
- Evaluating Sales Force Performance, Functions, Sales records, Reporting, Performance Appraisal of Sales Force.

3.4. Marketing Management

1. To understand marketing strategies and their impact on business models

2.To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.

3. To learn the various marketing strategies adopted by Companies to create a competitive advantage

Unit I: Introduction to Marketing

Concept Features, Importance, Functions of Marketing, Evolution of Marketing - Concept of Marketing Myopia- Market Targeting -Concept , Five Patterns of Market Targeting .

UNIT II: Marketing Mix, MIS and Market Segmentation

Marketing Mix-4 P's of Marketing Mix, MIS-Concept & Components, Market segmentation : Concept, Need & Benefits, Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria.

UNIT III: Marketing Mix Decisions: Product and Pricing Decisions

Product-Concept, Product decisions Areas, Product Life Cycle, Branding-Concept & Components-Packaging –Concept, Essential good Package

Pricing-Concept, Objectives, factors Influencing pricing decisions, Types of pricing, Pricing strategies

UNIT IV: Marketing Mix Decisions: Place and Promotion Decisions

- Place /Physical Distribution-Concept, Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels)
- Promotion - Concept, Importance, Elements of Promotion mix, Integrated Marketing Communication (IMC)- Concept, Scope, Importance.

3.5 Business Law-I

Course Objective:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III.

UNI I :Indian Contract Act, 1872

- Essentials of Contract, Agreement and Contract ,Offer and Acceptance, Consideration Capacity to Contract,, Concept of E-Contract
- Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake.

- Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act

UNI II: Special Contracts

- **Law of Indemnity & Guarantee** (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety.
- **Law of Bailment** (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee
- **Law of Pledge –** Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee.(Ss.173, 174, 177)
- **Law of Agency (Ss. 182-185, 201-209) –** Concept, Modes of creation of Agency, Modes of termination of Agency, Rights& Duties of Principal and Agent

UNIT III: Sale of Goods Act, 1930

- Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8),
- Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions.
- Property – Concept , Rules of transfer of property (Ss. 18-26)
- Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61),Auction sale – Concept, Legal Provisions. (S. 64)

UNIT IV: The Negotiable Instruments (Amended) Act 2015

- Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments.
- Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and

Bill of exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142)

- Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) –Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A)

3.6 Information Technology in B.Voc. Sales & Marketing -I

Course Outcomes

1. To learn basic concepts of Information Technology, its support and role in Management, for managers
2. Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software
3. To understand basic concepts of Email, Internet and websites, domains and security therein
4. To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

Unit I-Introduction to Computers

- History of Computers
- Parts of Computers
- Hardwares: Specifications and Data Storage Management
- Softwares: Concept of System Software and Applications
- Networking: Introduction and types of network topologies
-

Unit II- Office Automation using MS Office

• Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.

• Spreadsheet application (e.g. MS-Excel/openoffice.org) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time,

database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,

• Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation

Unit III- Electronic Commerce

Meaning, Advantages and Limitations of E Commerce, The role of Strategy in E Commerce, Value chains in E Commerce, Infrastructure for Electronic Commerce Web Based Tools for Electronic Commerce, Electronic Commerce software, Security Threats to electronic Commerce , Implementing Security for Electronic Commerce, Electronic Payment Systems, Strategies for Marketing, Sales & Promotion Strategies for Purchasing Logistics & Support Activities, Electronic Markets & Communities, Business Plans for Implementing Electronic Commerce

Unit IV- E-Security Systems

- Threats to Computer systems and control measures. Types of threatsVirus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management
- IT Risk Definition, Measuring IT Risk, Risk Mitigation and Management
- Information Systems Security
- Security on the internet Network and website security risks Website Hacking and Issues therein. Security and Email
- E-Business Risk Management Issues Firewall concept and component, Benefits of Firewall
- Understanding and defining Enterprise wide security framework
- Information Security Environment in India with respect to real Time Application in Business Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples;ECash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transactions

- Threat Hunting Software

S.Y.B.VOC. IN SALES AND MARKETING SEMESTER-IV
4.1 Understanding Leadership

Course Outcomes:

1. To understand Role of Leadership in Team Management

2. To encourage open communications and resolving issues in organisational teams

Unit I: Provide leadership for your team

Setting of Team Objectives- Effective Team Communication- Motivating and Monitoring Team- Role of Leadership in Team Management

Unit II: Build and manage store team

Selecting Team and Setting Standards for Team- Describe selection processes used for recruitment of team members - Understand the concept of team dynamics - Explain ways to identify expertise, knowledge, skills and attitudes of team members - Identify ways to set behavioural standards for team members -. Explain methods for professional development of team members

Unit III: Encouraging Open Communication and Resolving Issues

Explain the importance of open communication -Understand relationship building through communication -Understand ways to manage and resolve conflict

Unit IV: Regular Performance Review and Feedback

. Explain the importance of feedback - Understand how to review performance of team members - Understand techniques of feed backing - Know how to create value from feedback

4.2 Team & Organisational Dynamics

Course Outcomes:

1. To study allocation of work within Team.

2. To study about regular monitoring of work and encouraging improvements in the Quality of Work

Unit I: Allocate and check work in your team

Allocating Work within the Team- Regular Monitoring of Work and Encouraging Improvements in the Quality of Work- Monitoring Team Performance

Unit II: Work Effectively in a Retail Team

Plan and Organise Work Routine- Effective Communication and Teamwork- Following Personal Hygiene and Report Misbehaviour to Manager- Collaborating with Colleagues to Achieve Targets- Maintain Balance between Work and Personal Priorities- Developing Healthy Relationship with Colleagues

Unit III: Work effectively in your organisation

Achieving Organisational Goals through Teamwork- Follow Organisational Guidelines and Work Related Instructions- Understanding and Working within Job Responsibility- Setting Realistic Targets and Flexible Work Plans- Being Open to Feedback

Unit IV: Help maintain health and safety

Health, Safety, and Security Plans and Procedures- Lifting and Handling Goods Safely- Understanding Hazards- Reporting Safety Concerns and Emergency Medical Plan- Evacuation Plan and Measures to Enhance Employee Health

4.3 Field Sales Management-II

Course Objective:

- This course will prepare learners to understand the concept of Field Sales Management and Sales Organization.
- To make learners understand various sales policies and learn the various aspects of sales force management

Unit 1: SALES PLANNING & FORECASTING I

- Sales Plan – Steps in developing an effective Sales Plan.
- Planning Function of Sales Management – Sales Call Planning, Setting Quantitative Performance Standards.
- Sales Forecasting – Meaning, Objectives & Factors affecting Sales Forecasting.
- Sales Forecasting Techniques (Qualitative & Quantitative)

Unit 2 SALES PLANNING & FORECASTING II

- Concept of Sales Territory, Reasons for establishing sales territories
- Salesman's Report & its types
- Concept of Quotas & Targets, Reasons for fixing targets.
- Methods of fixing Quotas & Targets

Unit 3: SALES BUDGET & CONTROL

- Meaning of Sales Budget, Objectives of Sales Budget, Procedure to prepare Sales Budget.
- Sales Control – Concept and steps in Control Process Sales Analysis & Marketing Cost Analysis Sales Audit - Concept, Importance of Sales Audit
- Procedure of Conducting Sales Audit

Unit 4: RECENT ISSUES IN SALES MANAGEMENT

- Ethical & Legal issues in Sales Management
- Use of Technology in Sales Management (Telemarketing, E-Marketing, M-Marketing, Digitalization) Relationship Selling Process & Consumer Education (Value Added Selling)
- Challenges in Sales Management

4.4 Advertising and Publicity Management

Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.

2. It aims to orient learners towards the practical aspects and techniques of advertising.

3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

4. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.

5. It aims to orient learners towards the practical aspects and techniques of advertising.

Unit I:Introduction to Advertising:
• Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC
• Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.
• Classification of advertising: Geographic, Media, Target audience and Functions

Unit II: Advertising Agency
- **Ad Agency**: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria
- **Agency and Client**: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation
- **Careers in advertising**: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modelling, Dubbing

Unit III: Advertising Design &Appeals, Message Strategies & Executional Framework:
- **Advertising Design**: Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement
- **Message Strategies**, Cognitive strategies, Executional Strategies, Creating an Advertising, Advertising Effectiveness

- **Pro Bono/Social advertising**: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)

Unit IV: Brand Building and Special Purpose Advertising

- **Brand Building**: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.
- **Special purpose advertising**: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.
- **Trends in Advertising**: Media, Ad spends, Ad Agencies, Execution of advertisements

4.5 Business Law II

Course Objective:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III.

Unit I :Indian Companies Act, 2013

Nature of Company, Incorporation of Company ,Memorandum of Association, Articles of Association, Prospectus, Directors, Corporate Social Responsibility

Unit II:Indian Partnership Act, 1932 and Limited Liability Partnership Act,2008

Partnership - Concept, Essentials, Types of Partners and Partnership, Registration of Partnership, Limited Liability Partnership Act, 2008,Concept, Characteristics, Advantages and Disadvantages, Procedure of incorporation, Mutual rights and duties of partners, Difference between LLP and Partnership, Difference between Company and LLP

Unit III:Intellectual Property Rights

Nature and Definition of IPR,Patent- concept, patentable and non patentable criteria,

Copyright – concept of author and authorized acts, Duration of Copyright, original work and fair use, rights of copyright holder, infringement of copyright,Trademark- Concept, function, types, infringement and Passing off,Geographical Indication- concept

Unit IV: Consumer Protection Act, 1986, Amendments in 2019 and Competition Act, 2002

Objects and reasons of Consumer Protection, Definitions- Consumer, Consumer Dispute, Complaint, Complainant, Service, Deficiency in Service, Goods, Defects in Goods, Unfair Trade Practice, Consumer Disputes Redressal Mechanism – District forum, State Commission, National Commission, Competition Act, 2002,Objects, reasons and advantages of Competition Act,Anti-Competition Agreements, Abuse of Dominant position,Competition Commission of India

4.6 Information Technology in B.Voc. Sales & Marketing –II

Course Outcomes

1 To understand managerial decision-making and to develop perceptive of major functional area of MIS.

2 To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.

3 To learn and understand relationship between database management and data warehouse approaches , the requirements and applications of data warehouse

4 To learn outsourcing concepts. BPO/KPO industries, their structures , Cloud computing

Unit I- Introduction to IT Support in Management

Information Technology concepts,Concept of Data, Information and Knowledge,Concept of Database,Introduction to Information Systems and its major components,Types and Levels of Information systems, Main types of IT Support systems Computer based Information Systems (CBIS),Types of CBIS,Office Automation System(OAS),Transaction Processing System(TPS),Management Information System(MIS),Decision Support Systems (DSS),Executive Information System(EIS),Knowledge based system,Expert system

Unit II- ERP/E-SCM/E-CRM

Concepts of ERP

• Architecture of ERP: Generic modules of ERP

• Applications of ERP

• ERP Implementation concepts ERP lifecycle

 • Concept of XRP (extended ERP)

 • Features of commercial ERP software Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft

 • Concept of e-CRM E-CRM Solutions and its advantages, How technology helps?

• CRM Capabilities and customer Life cycle Privacy Issues and CRM

• Data Mining and CRM CRM and workflow Automation

• Concept of E-SCM Strategic advantages, benefits E-SCM Components and Chain Architecture

 • Major Trends in e-SCM

• Case studies ERP/SCM/CRM

Unit III- Digital Marketing

Introduction to Digital marketing , Advantages and Limitations, Various activities of Digital marketing, Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts, Digital Marketing on various Social Media platforms, Online Advertisement, Online Marketing Research, Online PR, Latest developments and Strategies in Digital Marketing.

Unit IV-Outsourcing and Google Drive

• Meaning, Need ,Scope of Outsourcing. Outsourcing : IT and Business Processes

• Business Process Outsourcing (BPO) & Knowledge Process Outsourcing(KPO) Concept, Scope, Benefits, Process, BPO and IT-enabled services , KPO vs BPO, Opportunity and Scope KPO challenges

• Outsourcing in Cloud Environment Cloud computing offerings, Traditional Outsourcing Vs. Cloud Computing, Google drive: usage of Google drive in storing the Google documents, excel sheets, presentations and PDF files

T.Y.B.VOC. IN SALES AND MARKETING SEMESTER-V
5.1 Retail Store Operations & Sales

Course Outcomes:

1. To understand about Retail Store Management and its value chain

2. To learn about Contemporary concepts in Retail Management

Unit I: Retail Store Operations and Sales

Optimize inventory to ensure maximum availability of stocks and minimized losses- Define stock levels as per market trends and consumption- Monitor receipt and dispatch of goods- Maintain stock records- Co-ordinate stock take/cyclical count

Unit II: Execute visual merchandising displays as per standards and guidelines

Ensure display of goods and merchandise to maximize store profitability and cost optimization-Ensure application of store policies and procedures with respect to visual merchandising-Liaison with vendors to ensure compliance with visual merchandising norms

Unit III: Implement promotions and special events at the store

Plan and ensure implementation of in-store promotions- Assess, record and report promotion effectiveness data- Determine staff requirements and ensure sufficient manpower availability

Unit IV: Conduct price benchmarking and market study of competition

Collect and analyse market information to aid in creating appropriate product and pricing policies

5.2 Process Compliance, Safety & Security

Course Outcomes:

1. To learn about adherence of standard operating procedure, process and policies at the retail store

2. To make the students aware about health, hygiene, safety at the retail store.

Unit I: Adhere to standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting

Ensure compliance to all store policies, vendor guidelines and statutory regulations- Ensure maintenance, timely submission and safe keeping of operational records

Unit II: Ensure overall safety, security and hygiene of the store

Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence

Unit III: Ensure implementation of store security procedures to minimize thefts and losses

Unit IV: Ensure implementation of security procedures with respect to monetary transactions

5.3 Logistics and Supply Chain Management

Course Outcomes

1.To provide students with basic understanding of concepts of logistics and supply chain management

2. To introduce students to the key activities performed by the logistics function

3. To provide an insight in to the nature of supply chain, its functions and supplychain systems

4. To understand global trends in logistics and supply chain management

Unit 1: Overview of Logistics and Supply Chain Management

a) Introduction to Logistics Management

• Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, Inprocess Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics

•Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment

b) Introduction to Supply Chain Management

Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration

c) Customer Service: Key Element of Logistics

Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers

d) Demand Forecasting

Meaning, Objectives, Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)

UNIT 2: Elements of Logistics Mix

a) Transportation

Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways,Pipeline, Transportation Infrastructure, Intermodal Transportation

b) Warehousing

Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing

c) Materials Handling

Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments

d) Packaging

Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Cost

UNIT 3: Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis
a) Inventory Management
Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numericals - EOQ and Reorder levels)
b) Logistics Costing
Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing
c) Performance Measurement in Supply Chain
Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System

d) Logistical Network Analysis

Meaning, Objectives, Importance, Scope, RORO/LASH

.

UNIT 4: Recent Trends in Logistics and Supply Chain Management

a) Information Technology in Logistics

Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure

b) Modern Logistics Infrastructure

Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains

c) Logistics Outsourcing

Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition

d) Logistics in the Global Environment

Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management

5.4 Event Marketing

Objectives

1 To understand basic concepts of Event Marketing.

2 To impart knowledge to learners about categories of Events.

3 To understand segmenting, targeting and positioning in the context of Event Marketing.

4 To familiarize learners with trends and challenges in Event Marketing.

Unit 1 : Introduction to Events

- Concept, Evolution, Importance of Event Marketing, 5 C's of Events- Conceptualization, Costing, Canvassing, Customization, Carrying-out, Event Designing
- Reach Interaction-Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers, Importance of Events as a Marketing Communication Tool
- The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, implementation of Marketing Plan, Marketing Research, Relationship Building, Concept of Event Creativity,
- Key Elements of Events: Event Infrastructure, Customer Groups, Clients, Event Organizers, Venue, Media

Unit 2: Segmenting, Targeting and Positioning of Events and Concept of Product in Events

- Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events
- Concept of Product in Events: Benefit Levels, Core, generic, expected, augmented
- Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events, Special Business Events, Retail Events,
- Event Variations- Time Frame Based, Concept Based, Artist Based, Client, Industry Based

Unit 3: Concept of Pricing and Promotion in Events

- Pricing: Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event Cost, Flat Fee, Package Price, Hourly Rate
- Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations and Merchandising
- Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, Impact Measurement, types of Event Sponsorship.

Unit 4: Trends and Challenges in Event Marketing

- E-Event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause Related Event Marketing, Sports Event Marketing,
- Ethical Issues in Event Management, Current Trends and Challenges in Event Management
- Safety and Security of Event , Event Crisis Management, Event Industry in India and Career in Event Management

5.5 Marketing Research

Course Outcomes:

1. To recognise the importance of marketing research;

2. To understand the steps in the marketing research process;

3. To apply basic principles in designing marketing research; and

4. To analyse data and report research findings.

Unit I - Introduction to Marketing Research

- Marketing Research- Definition, features, functions, significance of Marketing, Research in marketing decision making, limitations of Marketing Research
- Steps in Marketing Research, Ethics in Marketing Research, Career options in Marketing Research, Qualities of a good Marketing Research professional
- Marketing Information System- Definition, components, Data Mining- concept, importance

Unit II - Planning the Research Process

- Research Design- concept, importance, types, Hypothesis- concept, types
- Questionnaire- concept, types of questions, steps in the preparation of questionnaire, essentials of a good questionnaire
- Sampling- concept, terms in sampling, techniques of sampling, essentials of good sampling

Unit III - **Data** Collection & Data Processing

- Data Collection: Primary data & Secondary data :concept & methods, Qualitative and Quantitative research- concept, Qualitative v/s Quantitative research, Concept of Integrating technology in data collection, methods- (online surveys, hand held devices, text messages, social networking), importance
- Data processing: Editing- meaning, objectives, types, Coding- meaning, guidelines, Classification- meaning, methods, Tabulation- meaning, methods

Unit IV – Data Analysis & Recent Trends in Marketing Research-

- Data Analysis- meaning, steps, use of statistical tools (SPSS, SAS, MS EXCEL,MINITAB)
- Data Interpretation- meaning, stages Report Writing- concept, types, contents, use of visual aids in research report.
- Recent Trends in Marketing Research- Concept of Consumer Market Research, Business-to-Business Market Research, Sales Analysis and Forecasting, Online Marketing Research, Marketing Research and Social Marketing,

5.6 E-Commerce and Digital Marketing

Course Outcomes:

1. To understand increasing significance of E-Commerce and its applications in Business and Various Sectors.

2. To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.

3. To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.

Unit 1: Introduction to E-commerce

- Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages &Limitations of E-Commerce, Traditional Commerce &E-Commerce
- Ecommerce Environmental Factors: Economic, Technological, Legal , Cultural & Social
- Factors Responsible for Growth of E-Commerce, Issues in Implementing E Commerce, Myths of E-Commerce

- Impact of E-Commerce on Business, Ecommerce in India
- Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education
- Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

Unit 2: E-Business & Applications

- E-Business: Meaning, Launching an E-Business, Different phases of Launching an E Business
- Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning
- Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E Delivery, E-Auction, E-Trading.
- Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.
- Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website

Unit 3: Payment, Security, Privacy &Legal Issues in E-Commerce
- Issues Relating to Privacy and Security in E-Business
- Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer.
- Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.
- Types of Transaction Security
- E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000

Unit 4: Digital Marketing
- Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.

- Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts.
- Digital Marketing on various Social Media platforms.
- Online Advertisement, Online Marketing Research, Online PR
- Web Analytics
- Promoting Web Traffic
- Latest developments and Strategies in Digital Marketing.

T.Y.B.VOC. IN SALES AND MARKETING SEMESTER-VI
6.1 People, Process & Profitability Management

Course Outcomes:

1. To lead and manage the team for developing store capability

2. To manage Sales and Services Delivery to increase store profitability

Unit I: Lead and manage the team for developing store capability

Plan the staffing needs of the store-Understand the meaning and significance of Recruitment - Explain the objectives of Recruitment in driving Store Operations- Understand the elements of manpower planning - Describe the process of recruitment and selection - Explain the sources of recruitment - Explain the parameters for fair and objective Recruitment and Selection - Describe the skills required for to conduct effective recruitment and selection - Describe various interviewing techniques used during the Recruitment process

Unit II: Create a positive work environment for the store

Understand meaning of Organizational Culture Explain the significance of Organizational Culture in driving business performance- Describe the elements in managing work culture-Explain steps that managers can take to improve work culture-Describe ways for effectively driving Change Management - Explain the role of Performance Management in creating a strong work culture

Train and develop store staff to improve individual and team performance-Define Training and Development Understand the role and significance of training and development in Store Operations - Describe the benefits of Training and Development - Explain the steps involved in Training & Development of Team Members - Explain the Skills required for effective Training delivery - Describe methods for Team Development

Unit III: Manage Sales and Service Delivery to increase store profitability

Monitor operation of store equipment and facilitate maintenance of store upkeep-Identify repeat customers and build relationships with new and existing customers to generate footfall-Identify and implement ways to enhance sales and augment customer service-Analyse overall store profitability and monitor the same against targets

Unit IV: People, Process and Profitability Management

Develop Retail Store Strategy to increase Market share and Profitability-Technology in Retail - Customer Relationship Management

6.2 Business Ethics and Corporate Social Responsibility

Course Outcomes

1 To understand significance of ethics and ethical practices in businesses which are indispensible for progress of a country

2 To learn the applicability of ethics in functional areas of Sales and marketing

3 To understand the emerging need and growing importance of good governance and CSR by organisations

4 To study the ethical business practices, CSR and Corporate Governance practiced by various organisations

UNIT 1: Business Ethics

Business Ethics Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics , Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences, Myths about Business Ethics ,Ethical Performance in Businesses in India

Unit 2: Ethics in Marketing and Advertising

Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements, Ethical Issues in International Business Practices

Unit 3:Corporate Governance (CG)

Concept, History of Corporate Governance, Need for Corporate Governance, Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory, Corporate

Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading, Role of SEBI in Ensuring Corporate Governance, Kotak Committee Report on Corporate Governance, Clause 49

Unit 4: Corporate Social Responsibility(CSR)

Meaning of CSR, Evolution of CSR, Types of Social Responsibility, CSR Principles and Strategies, Issues in CSR, Social Accounting ,Tata Group's CSR Rating Framework, High Level Committee Report on CSR, Recent Guidelines in CSR , Society's Changing Expectations of Business With Respect to Globalisation, Future of CSR

6.3 International Marketing

Objectives

1 To understand International Marketing, its Advantages and Challenges.

2 To provide an insight on the dynamics of International Marketing Environment.

3 To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

Unit 1: Introduction to International Marketing

Introduction, Scope of International Marketing, International Marketing vs. Domestic Marketing, Principles of International Marketing, Customer value and the value equation, Competitive or differential advantage, Management Orientations, MNCs and TNCs, Benefits of international marketing.

Unit 2 : International Market Entry Strategies

Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising.

Unit III: **Foreign Markets and Export Marketing Process**

Introduction, choosing appropriate mode of operations, Issues Related to Exports, processing an Export Order, Entering into export contract, Export Pricing and Costing, Export-Import (EXIM) Policy, 2014-2019

Unit IV: Legal and Ethical Issues in International Marketing

Introduction, Nature of International Business Disputes and Proposed Action, Legal Concepts Relating to International Business, International Dispute Settlement Machinery, ethical Consideration in International Marketing and Marketing Communications.

6.4 Rural Marketing

Course Outcomes

The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

Unit I -Rural Marketing

- **Rural Marketing**: Nature, Definition, Scope, Importance, Challenges and opportunities in India.
- **Factors influencing Rural Marketing**: Socio -cultural factors, population, occupation, literacy level, land distribution & use, development programmes, infrastructure, communication media, credit availability, local requirements.
- **Rural Market**: Size & structure, Segmentation of Indian rural market. Rural and Urban Market: A Comparative Analysis

Unit II-Rural Marketing Research

- **Rural Consumer Behaviour**, Market research (with special reference to seeds,fertilizers, farm equipments, new techniques, agricultural output & other services.)
- **Product and Service Marketing in Rural India**: Rural Marketing Mix: Product Planning, New Product Development for Rural Markets, Brand Management in Rural Market and communication media & message, distribution channels,: Rural Retail Channel Management

Unit III: e-Rural Marketing

- **e-Rural Marketing** : Concept, Importance, Challenges in e-Rural Marketing
- **E-Choupal Model of ITC**, IT for Sustainable Rural Development and E-Governance in rural market Corporate Sector in Agri-business: Cultivation, Processing & Retailing Organized Rural Retailing

Unit IV: Social Marketing

- Unethical Business Practices & Corporate Social Responsibility and Rural Marketing
- Consumer Education: Consumer Education and consumer movement in rural India.
- Role of government in Rural Marketing. Role of NGOs in Rural Marketing

6.5 Brand Management

Course Outcomes

1 To understand the meaning and significance of Brand Management

2 To Know how to build, sustain and grow brands

3 To know the various sources of brand equity

Unit I: Introduction to Brand Management:

Meaning of Brand, Branding, Brand Management, Importance of Branding to• Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis.

Unit II-Planning and Implementing Brand Marketing Programs

Planning and Implementing Brand Marketing Programs:

- Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements
- Integrating Marketing Programs and Activities
- Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing
- Product Strategy: Perceived Quality and Relationship Marketing

- Pricing Strategy: Setting Prices to Build Brand Equity

- Channel Strategy: Direct, Indirect Channels

- Promotion Strategy: Developing Integrated Marketing Communication

- Programs

- Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events

Unit III: Measuring and Interpreting Brand Performance

a) The Brand Value Chain

b) Measuring Sources of Brand Equity:

- Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association

- Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses

c) Young and Rubicam's Brand Asset Valuator

d) Measuring Outcomes of Brand Equity

- Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis

- Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Inter brand's Brand Valuation Methodology

Unit IV: Growing and Sustaining Brand Equity

a) Designing & Implementing Branding Strategies:

- **Brand Architecture**: Meaning of Brand Architecture, The Brand-Product Matri, Breadth of a Branding Strategy, Depth of a Branding Strategy

- **Brand Hierarchy**: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels

- **Cause Marketing to Build Brand Equity**: Meaning of Cause Marketing, Advantages, Green Marketing

b) Brand Extensions:

- Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity

c) Managing Brands over Time:

- Reinforcing Brands, Revitalising Brands

d) Building Global Customer Based Brand Equity

6.6 Project Work

Note: At the end of Semester VI students have to Prepare and submit a Project on any of the above mentioned subject covered in Semester I to Semester VI.