

P.G. Diploma in Marketing Management (PGDMM) **पी.जी. डिप्लोमा इन मार्केटिंग मैनेजमेंट**

- ❖ यह एकवर्षीय व्यावसायिक पाठ्यक्रम है जिसे अधिकतम तीन वर्ष में पूरा किया जा सकेगा।
- ❖ परामर्श / संपर्क कक्षा की समय-सारणी पुस्तक के साथ प्रदान की जाएगी एवं विश्वविद्यालय की वेबसाइट पर भी अपलोड किया जाएगा।

Objective

This programme has been designed to fulfill the demand of Marketing and sales Industry. It enables the professionals to inculcate key marketing skills and strategies prevalent in the market.

Course Structure	Credit
● सेवा विपणन	6
● उत्पादन और सामग्री प्रबंधन	6
● उपभोक्ता व्यवहार एवं विज्ञापन प्रबंधन	6
● विपणन अनुसंधान एवं विक्रय प्रबंधन	6
● अंतरराष्ट्रीय विपणन	6

PAPER- I
SERVICE MARKETING

UNIT- I

Marketing: Meaning, Definition and Task of Marketing, Marketing Philosophies and Importance of Marketing, Marketing Management: Functions and Limitations

UNIT- II

Service Marketing: Meaning, Definition, Attributes and Importance, Growth of Service Marketing, Classification of Services

UNIT - III

Organising for Service Marketing and 7's Framework, Service Distribution, Promotion of Services

UNIT - IV

Marketing Research: Meaning, Definition and Objectives, Marketing Research Vs Market Research, Types and Process of Marketing Research

UNIT - V

Growth of Services in Indian Market, Reasons for Service Expansion, Services in Financial Sector and Social Service.

PAPER- II

PRODUCTION AND MATERIAL MANAGEMENT

Unit-I

Production management: Meaning, Concepts and Characteristics, Types of Production and Production Process, Functions of Production System or Process

UNIT II

Plant Layout: Meaning Objectives and Principles, Types of Layout, Factors affecting Plant Layout, Consideration for Optimal Plant Layout and Criteria for good Plant layout.

UNIT III

Material Management: Meaning and Concept, Integrated Material Management, Organisation for Material Management and Problems of Material Management, Materials Planning and Budgeting, Material Identification, Codification and Standardisation and Inventory Control, Evaluation of Material Management

UNIT IV

Store Keeping, Store House, Material Handling, Receipt of Materials, Inspection, Preservation and Issue of Materials, Stores Accounting, Transport and Traffic Management

UNIT V

Purchasing, Purchasing Organisation, Purchasing Principles, Procedure and System, Buyer Seller Relations, Ethics of Buying and Selling, Purchasing Research and Value, Analysis and Quality Control

PAPER- III

CONSUMER BEHAVIOUR AND ADVERTISING MANAGEMENT

Unit-I

Consumer behaviour: Meaning, Definition and Importance, Buying Motive: Meaning and Types, Consumer Buying Process and Importance of Consumer in Marketing, Factors affecting Consumer Behaviour (Cultural, Social, Psychological & Economic), Motivational Research

Unit-II

Product: Meaning, Definition, Characteristics, Importance and Types, Product Life Cycle: Concept, Strategies and Product Mix, Product Planning and Development and New Product Development Process, Branding, Packaging and Labelling of Product

Unit-III

Advertising: Meaning, Objectives, Functions and Types, Advantages and Disadvantages of Advertising, Advertising Budget and Methods to determine Ad Budget

Unit- IV

Media in Advertising and Media Selection, Types of Advertising Media (Advantages and Disadvantages), Essentials of Good Advertising, Organisation for Advertising and Advertising Agency.

Unit-V

Sales Promotion: Meaning, Objectives, Importance and Functions, Tools used in Sales Promotion., Advantages and Limitations of Sales Promotion

PAPER- IV

MARKETING RESEARCH AND SALES MANAGEMENT

Unit-I

Marketing Research: Meaning, Definition, Nature, Scope and Characteristics, Steps in Marketing Research (Research process), Limitations of Marketing Research

Unit-II

Sales Organisation: Definition and Purpose, Factors determining Sales Organisation., Selecting Sales Personnel, Pre-interview Screening & Preliminary Interview, Selection Process, Training Sales Personnel's: Methods and Advantages

Unit-III

Remuneration to Salesman: Need and Purpose, Essentials of Good Remuneration, Methods of Remuneration

Unit-III

Marketing Planning: Definition, Meaning, Importance, Advantages and Limitations, Factors affecting Marketing Planning Process, Sales Quota, Types of Quota, Sales Territory, Procedure of Setting Sales Territory, Sales Control & Sales Report.

Unit-V

Channel of Distribution: Meaning, Definition and Characteristics, Channel intermediaries: Wholesalers and Retailers, Channel Function and Flow, Factors influencing Channel Decisions and Types of Distribution Channel

PAPER- V
INTERNATIONAL MARKETING

UNIT- I

International Marketing: Definition, Scope, Nature, Advantages and Limitations, Domestic Marketing Vs International Marketing, Reasons for entering Overseas Market, Phases of Export Marketing Operations

UNIT- II

Theories of International Trade: Comparative cost Theory, Factor Proportion Theory, Human Capital Approach, Economic Interdependence of Nations,, Importance of International Trade and Recent Trends in World Trade

UNIT - III

Balance of Payments: Meaning, Definition, Components and Advantages, Trade Policies of India, Institutional Infrastructure for International Trade

UNIT - IV

Marketing Plan for Exports, Product Planning for Exports, New Techniques for Exports Pricing for Exports, Distribution Logistics for Exports and Promoting Products Internationally

UNIT - V

Multinationals: Role in International Marketing, Advantages and Limitations, Regional Economic Groupings, Trade Barriers in International Markets and Tariff