

ADVANCED MARKETING MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective	19BBA506	Advanced Marketing Management	3	30	70	2 ½ Hours

COURSE OBJECTIVES

Marketing theories and practices across the globe are drastically changing. Course contents of the course 'Advanced Marketing Management' contains some advanced and varied areas, topics and concepts to help students assimilate modern marketing theory and practices across the globe. The paper will help the student to develop necessary marketing knowledge and skills that will be instrumental in their career.

COURSE CONTENT

Unit - 1	Marketing Research
	Definition, objectives and Importance, process. Data sources (Primary and Secondary), Research Approaches (Survey, Observation, Panel, Experimental), Research Design(Exploratory, Descriptive, causal), Research Instrument - Questionnaire (Meaning, process and types of questions), Sampling (Sampling Unit, sample size and Sampling Procedure), contact methods (Interview, Telephonic, Mail, Online). Research Report (concept, qualities and format), Limitations of marketing research.
Unit – 2	Managing Advertising
	Meaning, Importance, objections (Positive and Negative aspects), Advertising Media (Meaning, types and factors), Advertising message (concept and process), Advertising budget (Concept, methods and factors), Advertising copy (Meaning, elements, types and layout), Advertising agency (Meaning, Functioning, functions, benefits and examples).
Unit - 3	International Marketing and online shopping
	International Marketing: Concept, characteristics, entry methods, Importance, Forces including Push and Pull forces leading to growth of international marketing, Online shopping: Concept and payment options. Majors players of online shopping
Unit – 4	Case Study
	Introduction - Define Case Study - Nature of Case Study - Objectives of Case Study - Importance of Case Study - Main Components of Case Study – Problems in Using Cases – Method of Using Case – Advantages – Limitations

REFERENCES

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, *Marketing Management*, 14th edition, Person education, New Delhi, 2012
- R. B. Rudani, *Basics of Marketing Management*, S. Chand & Company, New Delhi, 2015
- S.A. Sherlekar, *Marketing Management*, Himalaya Publishing House, Mumbai, India, 2009
- John Quelch, and Kasturi Rangan, *Marketing Management: Text and Cases*, Tata McGraw-Hill, New Delhi, 2005
- V. S. Ramaswamy and S. Namakumari, *Marketing Management*, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
- R. Shrinivasan, *Case studies in Marketing*, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012