

SEMESTER – III

THIS SEMESTER WILL OFFER SPECIALIZATION IN:

SALES AND MARKETING

OR

HUMAN RESOURCE MANAGEMENT

DURATION - 17 WEEKS

SALES AND MARKETING

Semester 3

SALES MANAGEMENT	
Unit-1	SALES MANAGEMENT FUNCTIONS <ul style="list-style-type: none">• Introduction to Sales Management• Personal Selling• Sales Process• Computer Applications in Sales Management
Unit-2	SELLING SKILLS <ul style="list-style-type: none">• Communication Skills• Sales Presentation• Negotiation Skills• Retail Communication : Sales Displays
Unit-3	SALES FORCE MANAGEMENT <ul style="list-style-type: none">• Job Analysis, Recruitment and Selection• Training the Sales Force• Compensation and Motivation of Sales Force• Monitoring and Performance Evaluation
Unit-4	PLANNING AND CONTROL OF THE SALES EFFORT <ul style="list-style-type: none">• Sales Planning• Sales Organization• Sales Forecasting and Sales Quotas• Sales Budgeting and Control

Workshops & Seminars

- Soft Skills
- Negotiation Skills
- Hard Selling

PRINCIPLES OF MARKETING MANAGEMENT	
Unit-1	Evolution of Marketing <ul style="list-style-type: none"> • Meaning - Demand, Need, Desires, Wants, Goods & Services • Marketing planning
Unit-2	Nine Principles of Marketing <ul style="list-style-type: none"> • Product, Price, Place, Promotion, Packaging, Process, People, Physical Evidence, Pace
Unit-3	Marketing strategy for hospitality industry <ul style="list-style-type: none"> • Competitor – Types & strategies • STP in Hotels
Unit-4	The service quality <ul style="list-style-type: none"> • Forecasting • Service attributers • USP, unique value proposition & unique buying proposition • Case studies
Unit-5	Pricing strategies and techniques in hospitality
Unit-6	Publicity and Promotion <ul style="list-style-type: none"> • Advertising • Soft & Hard Sell • Role of Copy Writer & Attributes of Good Advertising • PR Tools • Functioning of Guest Relation Department
Unit-7	Experimental marketing, Consumer protection in India
Unit-8	Financial Control in Marketing, Marketing audit

Case Studies

Marketing Strategies

- ❖ USP based on any one property – Ecotel, Resort Property, Hotels with locational USP, USP on account of special facility.

MARKETING SERVICES AND CONSUMER BEHAVIOUR	
MARKETING SERVICES:	
Unit-1	MARKETING OF SERVICES – CONCEPTS AND ISSUES <ul style="list-style-type: none"> • Marketing of Services – Conceptual Frame Work • Services Marketing : Basic Issues • Designing Service Strategy
Unit-2	MARKETING OF HOSPITALITY SERVICES – CONCEPTS & ISSUES <ul style="list-style-type: none"> • Marketing of Hospitality and Tourism Services • Management and Marketing of Tourism in India • Hospitality Marketing – A special case in Services Marketing
Unit-3	MARKETING OF EDUCATION & PROFESSIONAL SERVICES <ul style="list-style-type: none"> • Marketing of Educational Services • Professional Education – Marketing of Services • Marketing of Professional Support Services : Implications for Advertising Agencies • Indmark – The Trade Mark Research Group (A)
CONSUMER BEHAVIOUR:	
Unit-4	CONSUMER BEHAVIOUR – ISSUES AND CONCEPTS <ul style="list-style-type: none"> • Consumer Behaviour – Nature, Scope and Application • Consumer Behaviour and Life-style Marketing • Organisational Buying Behaviour
Unit-5	INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR <ul style="list-style-type: none"> • Perceptions • Consumer Motivation and Involvement • Attitude and Attitude Change • Learning and Memory • Personality and Self-concept

Semester 3

Unit-6	GROUP INFLUENCES ON CONSUMER BEHAVIOUR <ul style="list-style-type: none">• Reference Group Influence & Group Dynamics• Family Buying Influences, Family Life-cycle and Buying Roles• Cultural and Sub-Cultural Influences
Unit-7	THE BUYING PROCESS <ul style="list-style-type: none">• Problem Recognition & Information Search Behaviour• Information Processing• Alternative Evaluation• Purchase Process & Post-purchase Behaviour
Unit-8	MODELLING BUYER BEHAVIOUR <ul style="list-style-type: none">• Early Models• Howard Sheth Model• Recent Developments in Modeling Buyer Behaviour

INTERNATIONAL MARKETING	
Unit-1	INTRODUCTION TO INTERNATIONAL MARKETING <ul style="list-style-type: none"> • Scope and Size of International Markets • Conceptual Framework • Institutional Framework
Unit-2	ENVIRONEMNT OF INTRNATIONAL BUSINESS <ul style="list-style-type: none"> • Cultural and Social Environment • Legal and Political Environment • Trade, Monetary and Financial Environment
Unit-3	POLICY FRAMEWORK AND PROCEDURAL ASPECTS <ul style="list-style-type: none"> • India's Export-Import Policy • Export-Import Documentation
Unit-4	INTERNATIONAL MARKETING MIX <ul style="list-style-type: none"> • Product Policy and Planning • Advertising and Promotional Management • International Pricing Policy • Distribution and Sales Policy
Unit-5	INTERNATIONAL MARKETING PLANNING <ul style="list-style-type: none"> • International Market Selection and Segmentation • International Market Research • International Market Planning, Coordination and Control

Case Study:

- ❖ Marketing mapping of any one tourism practicing states/country.

SEMESTER – III (Sales and Marketing)

WEEKLY TEACHING SCHEME

Subject Code	Subject	Credits	Hours			
			L	T	GW/A	Total
MHA-09	Sales Management	4	4	1	3	8
MHA-10	Principles of Marketing Management	4	4	1	3	8
MHA-11	Marketing Services and Consumer Behaviour	4	4	1	3	8
MHA-12	International Marketing	4	4	1	3	8
MHA-21	Mentorship & Research Project (Dissertation)	-	-	1	-	3
Total		16	16	5	12	33

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EXAMINATION SCHEME

Subject Code	Subject	Marks		
		IA	TEE	Total
MHA-09	Sales Management	30	70	100
MHA-10	Principles of Marketing Management	30	70	100
MHA-11	Marketing Services and Consumer Behaviour	30	70	100
MHA-12	International Marketing	30	70	100
Total		120	280	400