

Semester-V

CC302 - Marketing Management in Practice

Unit-1 : Services Marketing & Customer Relationship Management (25%)

- Services Marketing in Indian Context
- Meaning, Tasks and Benefits of CRM
- Loyalty programmes, Relationship Marketing and CRM
- Designing and Operating a CRM programme
- Components of a CRM programme
- Significance of customer selection and order selection
- Measuring customer satisfaction

Unit-2: Retailing in India (25%)

- Nature and Scope of Retailing
- Main activities in Retailing
- Retailing in India –The contemporary scene, growth and formats
- Spread of Retail chain in India
- Spread of Shopping malls in India

Unit:3 Rural Marketing in India (25%)

- Significance of Rural marketing
- Rural Marketing Environment: Consumer, Demand and Drivers
- Challenges and Solutions in delivering values in the Rural Market
- Segmentation
- Product and Pricing strategy
- Distribution
- Sales force Management
- Marketing Communication

Unit:4 Case Studies in Marketing (25%)

- Objectives of the case method
- Benefits of the case method

- Developing a case study
- Cases (i) Gujarat State Tourism Development Corporation Ltd. (GSTDC)
 - (ii) RUDI- The Gujarat Model of Rural Distribution Network
 - (iii) FMCG in small packs are driving sales in rural India

NOTE FOR UNIT 4: Questions from cased should be asked as an option to part A of Q-4 (6 Marks)

References

- (i) “Marketing Management –Global Perspective Indian context” by V.S.Ramaswami and S.namakumari. Macmillan.
- (ii) “Case Studies in Marketing –The Indian Context by R.Shrinivasan . PHI learning Pvt. Ltd.
- (iii) Rural Marketing –Text and Cases by C.S.G. Krishnamacharyulu and lalitha Ramakrishnan. Pearson Education
- (iv) Marketing Management by Philip Kotler and others for Services Marking Topic (Unit-1)

Websites: www.ruralmarketing.org

www.managementparadise.com

www.rajeshithal.blogspot.in