

## **COURSE DESCRIPTIONS OF DEPARTMENTAL SPECIALIZATION COURSES (MBA)**

### **MARKETING (MKT)**

#### **MKT 6001: Buyer Behavior**

*Pre-requisite: MBA 5210*

The marketer needs to understand and evaluate the behavior of the buyers. Buyers' purchase of goods or services results from the complex purchase decision process. The buyer behavior course will enable the students to understand theories, concepts, and environmental and individual influences determining the buyer's purchase decisions. So, this buyer behavior course is essential to develop the students' marketing skills and expertise. In addition, This course focuses on understanding and predicting buyer behavior by integrating theories from psychology, sociology, anthropology, motivation, and economics. Emphasis will be on how internal and external influences shape behavior.

#### **MKT 6002: Marketing Research and Analysis**

*Pre-requisite: MBA 5210*

The course deals with planning, collecting, organizing, interpreting, and presenting marketing information to aid marketing decision-makers. These include the strategic role of marketing research, managerial issues in the research process, qualitative and quantitative research designs, data analysis methods, and the future of marketing research.

#### **MKT 6003: Global Marketing**

*Pre-requisite: MBA 5210*

It is now more crucial than ever for businesses to understand that they compete in a global market. The key ideas from the earlier lessons in marketing are used and expanded upon in global marketing, and you can experience using those ideas in a worldwide setting. Effective global marketer must develop their knowledge to encompass the wide range of tasks necessary to choose, enter, and compete beyond the "home" country. The global marketer must also recognize how vital economic systems, political regulations, cultural norms, and environmental factors are to a company's competitive advantage and strategic positioning. An overview of each of these crucial ideas for international marketers will be provided in this course.

#### **MKT 6004: Integrated Marketing Communication**

*Pre-requisite: MBA 5210*

As the title suggests, the course primarily focuses on discussing and developing a solid foundation based on the elements of 'Integrated Marketing Communications [IMC].' The course explores IMC's tools, ranging from advertising to direct marketing, personal selling, sales promotion, and public relations. Another segment that this course concerns is the relatively new and trending practices of digital and interactive media.

#### **MKT 6005: Strategic Brand Management**

*Pre-requisite: MBA 5210*

Product and brand management is the heart of marketing. Branding and Strategic Brand Management will likely become tomorrow's business's only sustainable competitive advantage source. As products, pricing, and distribution increasingly become commodities, the new competitive arena is brand value, which creates long-term profitable brand relationships. Building brand equity involves managing brands within the context of other brands and managing brands over multiple categories, over time, and in various market segments.

Countless ideas are generated every second. But only a few can materialize as genuine brands. With the proliferation of various brands, consumers today are spoilt for choices. New brands are the lifeblood of all businesses. It is essential for an organization to new or modify existing brands to meet changing consumer needs or competitor's actions. Investing in their development is not an optional extra-it is crucial to long-term business growth and profitability. However, embarking on the development process is risky. It needs considerable planning and proper management.

A combination of formal lectures, case studies, discussion on academic articles, and hands-on-computer mediated sessions is used.

**MKT 6006: Distribution Management and Retail Marketing**

*Pre-requisite: MBA 5210*

Distribution or logistic management is a significant factor in the present business world. At present, because of its impact on the world's standard of living, distribution has developed its influence on business activities not only as a function but as an activity through which significant cost savings can be generated, as an activity that has enormous potential to impact customer satisfaction and hence can influence increase in sales, as a marketing weapon that can be effectively utilized to gain sustainable competitive advantage. So, this course is essential to understand the interrelationship between the business strategy and the organization's success in the competitive market scenario. This course develops the students' marketing skills, decision-making capacity, and expertise.

Retailing is evolving into a global, high-tech business. Retailers are using sophisticated communication and information systems to manage their businesses. Retail trends have changed a lot due to globalization, multi-channel retailing, growth in service retailing, etc. The module on retail marketing is designed to equip students to engage with the theory and practice of contemporary retail strategy and management. This module involves a critical analysis of the theoretical foundations of retail strategy and theory while retaining a context and engagement with the current practice of retailing and e-commerce.

**MKT 6007: Services Marketing**

*Pre-requisite: MBA 5210*

This course examines the marketing strategies for the intangible products offered by the organization and the individuals. The course describes the organization's effectiveness and efficiency regarding service, the control of service standards, and the consumers' satisfaction level. This course focuses on the nature and characteristics of the market and consumer behavior for various services, structures, and development of institutions involved in selling services, e.g., financial institutions, banks & insurance companies, transportation firms, hotels, and various travel and tour operators.

**MKT 6008: Digital Marketing and E-Commerce**

*Pre-requisite: MBA 5210*

This course aims to enable students to explore the opportunities and challenges presented by digital technologies and provide the crucial strategic and analytical skills that will help them guide the marketing endeavors of their organizations in a digital world. Furthermore, this course will provide hands-on experience and insight into what running digital marketing campaigns in the business world is like. Although inputs will be drawn from concepts and theories of digital marketing, the key focus of the course will be on the tools that will help the students plan and deliver successful digital marketing campaigns.

**MKT 6009: Strategic Marketing**

*Pre-requisite: MBA 5210*

The course is based on one simple but powerful premise. As a practice, Marketing Strategy differs from other forms of marketing as it recognizes the long-term value of marketing efforts and organizational success and extends communication beyond intrusive advertising and sales promotional messages. Strategic Marketing is a broadly recognized, widely implemented strategy for managing and nurturing a company's business interactions with clients and sales prospects. Marketing strategies serve as the vital underpinning of marketing plans designed to fill market needs and reach marketing aims. Thus, a strategic plan aims to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detailed implementation.