

**Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore**

**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
(MARKETING MANAGEMENT) 2 Years**

**Program Code- MS5D
(Semester – III)**

BATCH (2021-23)

SR N.	CODE	COURSE NAME	CREDITS
1	MS5D-601	Sales and Distribution Management	3
2	MS5D-603	Product and Brand Management	3
3	MS5D-605	Entrepreneurship	3
4	MS5D-607	Strategic Management	3
5	MS5D-609	Public Relation and Corporate Communication	3
6	MS5D-611	Business to Business Marketing	3
7	MS5D-613	International Marketing	3
8	MS5D-615	Social Direct and Event Marketing	3
9	MS5D-551	Comprehensive Viva Voce'	3*

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MM) MS5D Semester III			
Subject Name	SALES AND DISTRIBUTION MANAGEMENT	Subject Code	MS5D-601
		Total Credits	3
Subject Nature: Marketing Compulsory			
Course Objective: The objectives of this course are to expose the students to various aspects of sales and distribution Management as an integral part of marketing management and provide abilities in sales and distributionsystem.			
Learning Outcome: Upon successful completion of this course student will be able to understand the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best of two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			Hr.
Unit –I Personal Selling	1.1 The role of personal selling in marketing mix, 1.2 The personal selling process, 1.3 Personal selling objectives, Types of sales job.		7
Unit-2 Theories of Sales Management	2.1 Objectives, Nature and scope. 2.2 Buyer – Seller Dyads, 2.3 Theories of Selling- AIDAS Theory, “Right set of circumstances” Theory, “ Buying formula” Theory, and Behavioral equation theory of selling.		7
Unit-3 Sales Planning	3.1 Sales organization, Sales forecasting, Sales Budgeting, 3.2 Territory design and setting Quotas.		5
Unit- 4 Operational Sales Management	4.1 Recruitment, Selection, Training, Motivation and Compensation, 4.2 Evaluation and Control of sales force. 4.3 Performance Measures		4
Unit -5 Distribution	5.1 Design of distribution channel, 5.2 Management of channels and maintain relation 5.3 Vertical and Horizontal Marketing Systems.		8
Unit -6 Whole Selling and Retailing	6.1 Importance, Types, Marketing decisions for whole seller, 6.2 Retailing: Importance, Types, Retailer marketing decisions 6.3 Managing Co-operation, Conflict and competition,		6

Unit – 7 Physical Distribution	7.1 Objectives, Order processing, Warehousing inventory, 7.2 Transportation, Organizing for physical distribution, EDI and Supply chain, 7.3 Internet as a medium for order processing and information.	8
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. Cundiff and Govni, “**Sales Management – Decisions, Strategy and Cases**”, New Delhi: Prentice Hall of India.
2. Ingram, Laforge, Avila, Schwegker and Williams, “**Sales Management**”, Thomson.

Suggested Readings

3. Watuba R. Thomsas., “**Sales Management – Texts and Cases**”, Business Publication Inc.
4. Johnson, Kurtz and Scheving, “**Sales Management, Concept Practice and Cases**”, McGraw Hill NY.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MM) MS5D			
Batch 2021-23			
Semester III			
Subject Name	PRODUCT AND BRAND MANAGEMENT	Subject Code	MS5A-603
		Total Credits	03
Subject Nature: Marketing Compulsory			
Course Objective: The objectives of this course are to acquire the conceptual understanding of product and brand management and its applications for corporate growth and development.			
Learning Outcome: Upon completion of this course students will develop fundamental understanding of how to build, measure, and manage a brand.			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 Smarks having theory and case/practical problems.			
Course Contents			Class Sessions
UNIT –I Introduction to Product Management	1.1 Why product management, Relationship between marketing and product management, 1.2 Product management process, 1.3 Functions of product manager, 1.4 Role and responsibilities of product manager.		9
Unit-2 Product Life Cycle	2.1 Concept of PLC, Operational zing the aspect of PLC concept, 2.2 PLC as a forecasting model, 2.3 PLC as guideline for marketing strategy, 2.4 Extension of PLC.		8
Unit-3 New Product Development	3.1 Characteristics of successful product development, 3.2 New product development process and organization.		7
Unit- 4 Brand Management	4.1 Concept, Decision, Elements and Brand portfolio		3

Unit -5 Brand Association	5.1 Brand awareness, identity, image, personality and loyalty: 5.2 Managing brand equity through brand loyalty, 5.3 Measuring brand equity.	8
Unit -6 Branding Strategies	6.1 Evaluation of brands, Perceived quality, 6.2 Brand positioning and repositioning, 6.3 Brand extension decisions. 6.4 Emerging trends in product and brand management	10
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. Majumdar, Ramanuj, “**Product Management in India**”, PHI.
2. David A. Aaker, Rajeev Batra and John G. Meyer. “**Advertising Management**”, New Delhi. PHI
3. David A. Aaker. “**Managing Brand Equity**”, New York. Free Press.
Jean Noel Kapfers.”Strategic Brand Management”, New York , Free Press.

Suggested Readings

1. Moorthi, Y.L.R., “**Brand Management**”, Vikas
2. Kumar Ramesh, S., “**Managing Indian Brands**”
3. Oguinn, T.C., Allen, C.T. and Semenik, R.J. ,Vikas, “ **Advertising and Integrated Brand Management**”. Thomson.

M.B.A. (MM) Batch2021-23 Semester III			
Subject Name	ENTREPRENEURSHIP	Subject Code	MS5D-605
		Total Credits	03
Subject Nature: Core			
Course Objective: <ol style="list-style-type: none"> 1. The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Entrepreneurship. 2. To introduce the spirit of Entrepreneurship in students, inculcate creativity & risk taking. 			
Learning Outcome: <ol style="list-style-type: none"> 1. Provide overview of Entrepreneurship environment in country 2. The process of owning your business & art of sustaining a business. 3. Various qualities, character & leadership requirements of being an Entrepreneur. 			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT –I Entrepreneur & Entrepreneurship	1. 1 Concept & Nature, 1.2 Definition Characteristics, Functions, Kinds, Role, 1.3 Difference among entrepreneur, Manager, Leader 1.4 Social and economic role of entrepreneurship 1.5 Entrepreneurship vs. Intrapreneurship 1.6 Woman Entrepreneurship: Influencing factor, Challenges, Support. Cases on Woman Entrepreneurship	5	
Unit-2 Theories of Entrepreneurship	2.1 Theories of Entrepreneurship 2.2 Creativity and entrepreneurship; Steps in Creativity; Innovation and inventions; Using left brain skills to harvest right brain ideas; Legal Protection of innovation; Skills of an entrepreneur; Decision making and Problem Solving (steps in decision making) 2.4 Process of Innovation- Social & Commercial	8	
Unit-3 Business Plan	3.1 Need for a Business plan - Steps in the preparation of Business plan. 3.2 Need for marketing research 3.3 Feasibility analysis 3.4 Ownership structure of business	4	

Unit -4 Project Financing	4.1 Financing and its effects on effective asset management – Alternate methods of financing. 4.2 Venture capital and new venture financing 4.3 Government agencies assisting in financing the project. Commercial banks, financing institutions (IDBI, IFCI, ICICI, IRBI, LIC UTI, SFC, SIDC, SIDBI and EXIM Bank). Micro Finance.	5
Unit 5 Medium and Small Scale Industries	5.1 Ownership Structure of MSME 5.2 Factor Influencing, Challenges, and Industrial Sickness and turnaround strategies. 5.3 Government scheme of sick Industries	10
	TOTAL CLASSROOM CONTACT SESSIONS	45
Text Reading <ol style="list-style-type: none"> 1. David H. Holt Entrepreneurship: New Venture Creation, PHI 2. Mary Coulter Entrepreneurship in Action, PHI 3. B.K. Mohanty Fundamentals of Entrepreneurship, PHI Suggested <ol style="list-style-type: none"> 1. Stay Hungry Stay Foolish 2. Autobiography of Steve Jobs, Bill Gates 		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Batch (2021-23)			
Semester III			
Subject Name	STRATEGIC MANAGEMENT	Subject Code	MS5D-607
		Total Credits	03
Subject Nature: GENERIC			
Course Objective: This is a top-level management course, and the objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long-run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.			
Learning Outcome: Upon completion of this course students will be able to understand, and apply the strategic management process to analyze and improve organizational performance.			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			Class Room Contact Sessions
Unit -1	1.5 Meaning, Need and Process of Strategic Management; 1.6 Business Policy, Corporate Planning and Strategic Management; 1.7 Single and Multiple SBU organizations; 1.8 Strategic Decision-Making Processes – Rational-Analytical, Intuitive-Emotional, Political – Behavioural; 1.9 Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; 1.10 Interpersonal, Informational and Decision Roles of a Manager.		9
Unit-2	2.1 Mission, Business Definition and Objectives; 2.2 Need, Formulation and changes in these three; 2.3 Hierarchy of objectives, Specificity of Mission and Objectives.		6
Unit-3	3.1 SWOT Analysis: General, Industry and International Environmental Factors; 3.2 Analysis of Environment, Diagnosis of Environment – factors influencing it; Environmental Threat and Opportunity Profile (ETOP) 3.3 Internal Strengths and Weaknesses; 3.4 Factors affecting these; Techniques of Internal Analysis; 3.5 Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).		6

Unit- 4	4.1 Strategy Alternatives: Grand Strategies and their sub strategies; 4.2 Stability, Expansion, Retrenchment and Combination; 4.3 Internal and External Alternatives; 4.4 Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; 4.5 International Strategy Variations.	6
Unit -5	5.1 Strategy Choice Making: Narrowing the choices; 5.2 Managerial Choice Factors, Choice Processes – Strategic Gap Analysis, ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid; 5.3 Contingency Strategies; 5.4 Prescriptions for choice of Business Strategy; Choosing International Strategies.	6
Unit -6	6.1 Strategy Implementation: Implementation Process; 6.2 Resource Allocation; 6.3 Organizational Implementation; 6.4 Plan and Policy Implementation; 6.5 Leadership Implementation; 6.6 Implementing Strategy in International Setting.	6
Unit -7	7.1 Strategy Evaluations and Control: Control and Evaluation Process; 7.2 Motivation to Evaluate; 7.3 Criteria for Evaluation; 7.4 Measuring and Feedback; 7.5 Evaluation and Corrective Action.	6
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. Lawrence R. Jauch and William F. Glueck, “Business Policy and Strategic Management”, McGraw Hill Book Co., New York,
2. Glen Boseman and Arvind Phatak, “Strategic Management : Text and Cases “ , John Wiley and Sons, Singapore, 1989
3. Daniel J. McCarthy, Robert J. Minichiello, and Joseph R. Curran, “Business Policy and Strategy” Richard D. Irwin, AITBS, New Delhi, 1988
4. Roanld C. Christenesen,.Kenneth R. Andrews and Joseph L. Bower, “Business Policy – Text and Cases “ , Richard D. Irwin, Inc., Illinois, 1978
5. AzhaKazmi, “Business Policy”, Tata McGraw Hill, New Delhi, 1999.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Batch (2021-23)			
Semester III			
Subject Name	PUBLIC RELATIONS & CORPORATE COMMUNICATION	Subject Code	MS5D-609
		Total Credits	03
Subject Nature: ELECTIVE			
Course Objective: Public Relations course aims at building understanding about its role in informing consumers. It explains that how marketers are using the concepts of Public Relations to fight in the competitive environment. Basic objective is to build ability in students to utilize public relations concepts as “communication professionals”. The course also helps the students acquire the basics of corporate communication so as to improve understanding of corporate communication skills and ability to understand others.			
Learning Outcome: On successful completion of this course students will be able to: <ul style="list-style-type: none"> • Understand key theories of corporate communication and public relations. • Develop basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication. 			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			Class Room Contact Sessions
Unit -1 PR Concepts and Philosophy	Defining PR, PR in India, scope of PR, PR and allied disciplines, Comparison of PR, propaganda, advertising and publicity, PR function and process		6
Unit-2 PR Research	Role of research in PR, Various kinds of information sources, various areas of research, PR and public opinion, Publics of an organization – defining publics in PR, Internal and external publics, their types and characteristics.		9
Unit-3 Tools of PR	Advertising, films, periodicals, social events, media, oral and written communication, press conference etc., PR and writing – role and scope of writing in PR, writing press releases, feature writing.		9
Unit- 4 Relations with Public	4.1 Media, Employees, Consumers, Middleman, Community, Government Shareholders, Financial Institutions etc.		6
Unit -5 Crisis Communication and Management	Role of PR in crisis management, Media handling in critical times.		3
Unit-6 New Technologies in Public Relations	Understanding the impact of net, Blogging and social Networking on PR.		3

Unit -7 Corporate Communication	Evolution, definition forms, Concepts central to corporate communication.	3
Unit - 8 Corporate Identity and Image	Definition, relevance symbolism, Types and methods of measurement image levels, Importance of corporate image	3
Unit-9 Organizing corporate communication	Organization of communication function, Communication process, co-coordinating of all forms of communication, Critical success factors in organizing corporate communication.	3
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. Balan, K.R. (2003). Applied Public Relations and Communication, New Delhi Sultan Chand and Sons. Third Revised Edition.
2. Back, S. (2003). Practical Public Relations, New Delhi Universal Book Stall. Fourth Edition.
3. Cood, S., Customer Care, II Ed., Cogan Page, 120, Poutonvile Road, London.
4. Brown, S.A., Strategic Customer Care, John Wiley & Sons.
5. Cees B.M. van Reil (1995). Principles of Corporate Communication, Great Britain, Prentice Hall.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Batch (2021-23)			
Semester III			
Subject Name	GLOBAL MARKETING	Subject Code	MS5D-611
		Total Credits	03
Subject Nature: Elective			
Course Objective: The objectives of this course are to help the students to gain an understanding of concept of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.			
Learning Outcome: Upon completion of this course, students will be able to... <ul style="list-style-type: none"> • Assess current issues in global marketing. • Assess the future of global marketing. • Identify and explain the variables involved in selecting pricing strategy in the global marketplace. • Analyze global value chains. • Develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies. 			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			Class Room Sessions
UNIT -1 International Marketing	1.1 Basis of International Trade, 1.2 Theories of International Trade, (Absolute Advantage, Comparative Advantage, Factor Endowment Theory and new Tread Theory) 1.3 Difference Between Domestic, International, EPRG Framework		8
Unit-2 Scanning of International Environment	2.1 Social, Political, Legal, Economic 2.2 Different techniques of environmental scanning		4
Unit-3 Institutions of International Trade	3.1 Methods of Entry, 3.2 Types of Regional Agreements, Role of IMF and WTO in International Trade.		5
Unit- 4 Foreign Trade Policy	4.1 EXIM Policy of 2002-2007 and current, Salient Features. 4.2 Export Documentation and Procedure and Institutional Support for export promotion in India.		6
Unit -5 Product	5.1 Identify New Products, International Product Planning, Product Design Strategy, Product Elimination, 5.2 Adoption and Diffusion of New Products.		7
Unit -6 Pricing Strategy	6.1 Factors Affecting International Prices, 6.2 Methods of Pricing, Pricing an International Product, Transfer Pricing, Exchange Rates and Its Impact on Pricing, High Sea Pricing.		4

Unit -7 Distribution System for International Markets	7.1 Direct & Indirect Channels, 7.2 Factors Affecting International Channel, International Channel Management,	7
Unit -8 Promoting Products / Services in Overseas Markets	8.1 Perspective of International Advertising, 8.2 Standardization v/s Localization, Global Media Decisions, Global Advertising Regulations, and Industry Self – Regulation.	4
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. W.J. Keegan – “**Global Marketing Management**”, New Delhi, PHI.
2. Sack Onkvisit and John J. Shaw. “International Marketing Analysis and Strategies”, PHI
3. Subhash S. Jain, “International Market Management” Delhi, CBS Publishers Distributors

Suggested Readings

1. M.R. Czinkota and Ronkainen, “**International Marketing**”, Dryden Forthworth 1998.
2. S.J. Poliwoda, “**International Marketing**”, New Delhi, Prentice Hall of India.

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (MARKETING MANAGEMENT)****Batch (2021-23)****Semester III**

SubjectName	BUSINESS TO BUSINESS MARKETING	Subject Code	MS5D-613
		Total Credits	3

Subject Nature: Elective**Course Objective:**

The objectives of this course are to expose the students to various aspects of B2B Marketing and develop abilities in market orientation.

Learning Outcome:

At the end of course students will be able to understand corporate structures and business models, the importance and effects of efficient value chains and networking, interaction between organizations and how this can be seen in a strategic perspective.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks out of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Course Contents		Sessions
Unit-1 Introduction	1.1. The nature and concept of B2B marketing, 1.2. difference between B2B and B2C marketing, 1.3. Market orientation, Knowing your market 1.4. Reseller marketing.	8
Unit-2 B2B Marketing	2.1 Understanding B2B marketing, Organizational Customers, Governmental agencies, Institutions, 2.2 Characteristics of organizational procurement 2.3 B2B marketing environment, the strategies for managing the B2B marketing Environment.	6
Unit-3 Organizational Buying and Buyer Behavior	3.1. Organizational buying and Buyer Behavior; Concepts and models of Organizational buying behavior, 3.2 Interpersonal dynamics of organization's purchasing behavior, Buying center involvement and interaction patterns, 3.3 Joint decision making, conflict and resolution in joint decision Making, the buying committee, supplier choice and evaluation.	8
Unit- 4 Process of B2B Marketing	4.1 The strategic planning process in B2B marketing. 4.2 Building a customer driven organization 4.3 Successful strategy implementation and the strategy implementation fit.	3
Unit -5 B2B Market Segmenting	5.1 Analyzing the organization market, 5.2 B2B market segmentation 5.5 Basis for Segmenting B2B markets, Target, Marketing and Positioning.	8

Unit -6 Channel Strategies	6.1 Formulating channel strategies; Marketing channel participants, Physical distribution and customer service, 6.2 B2B logistic Management 6.3 Formulating the marketing communication – Personal selling, Advertising, Sales promotion and publicity.	7
Unit -7 Business Pricing	7.1 Business Pricing; Price determinants, Pricing decisions, price policy, distribution pricing. 7.2 Pricing Process of B2B 7.3 Competitive bidding	5
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. Robert R. Reeder, Edward G. Brierty, and Betty H. Reader. “**Industrial Marketing, Analysis, Planning and Control**”, New Delhi, Edward, PHI.
2. Krishna K. Havldar, “**Industrial Marketing**”, Tata McGraw Hill, Delhi.
3. Michael H. Morris – “**Industrial and Organizational Marketing**”, New York, Macmillan.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MM)			
Batch 2021-23			
Semester IV			
Subject Name	SOCIAL,DIRECT AND EVENT MARKETING	Subject Code	MS5D-615
		Total Credits	03
Subject Nature: Marketing Open Electives			
Course Objective: The objectives of this course are to expose students to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, Event and direct marketing.			
Learning Outcome: Upon the successful completion of this course students will be able to understand basic concept of Direct and Event marketing along with various methods and strategies associated with it.			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
Course Contents			Class Room Contact Sessions
Unit –1	1.1 Direct Marketing – Concept, growth & benefits, Limitations 1.2 Variants of Direct Marketing – Main Tasks – lead generation, customer acquisition, development and retention. 1.3 The key principles of targeting, interaction 1.4 Catalysts of change in modern marketing- from distance selling to interactive marketing. 1.5 Direct marketing in real time – interactive marketing, 1.6 Direct marketing vs. Marketing through channels 1.7 Traditional methods of Direct Marketing; a) Telemarketing b) Multi-level marketing (MLM) c) Personal selling d) Automatic vending machines e) Exhibition – Trade fairs f) Catalogue marketing g) Direct Mail h) Company showrooms.		07
Unit-2	2.1 Technology that enables Direct Marketing: Core marketing technology components, business intelligence appliances, campaign management applications, sales force automation, customer interaction and contact center applications. 2.2 Customer data, Different types, its value and management. 2.3 The impact of Databases – Consumer and Business Mailing Lists – Data fusion – Marketing research and the customer database –		07
	setting up a customer database – structure, function.		

Unit-3	3.1 Differences between direct marketing media and non-direct media 3.2 Unique characteristics of addressable media (direct mail, email, fax, phone, SMS) – lists, costs, duplications, privacy – Press, inserts and door-to-door – formats, costs and response.	07
Unit- 4	4.1 Technology mediated marketing channels- interactive TV, mobile and SMS – the advances in digital marketing – Automatic Vending machines – Kiosk marketing direct mailing – Direct Response Methods – Home shopping/ teleshopping network– Creating Direct Mail Advertising – Online web advertising and email/ permission marketing.	06
Unit -5	5.1 Social Marketing; Definition, Evolution and growth Steps of social marketing. 5.2 Analyzing Social Marketing, Research options, Selection of Purpose and Conducting Situation Analysis. 5.3Contemporary Social Media Models and expected changes. 5.4 Managing Social Marketing: Monitoring and Evaluation Plan. 5.5 Drafting Implementation Plan and Ethical Aspects. 5.6. Government policy on social media platforms: evolution to implementation.	06
Unit -6	6.1 Crisis planning – prevention – preparation – provision – action phase – handling negative publicity – structuring the plan. 6.2 Different types of sponsorship – definition – objectives – target market – budget – strategic development – implementation – evaluation. 6.3 Purpose - venue - timing – guest lists - invitations – food & Drink – room dressing – equipment – guest of honor – speakers – media – photographers – podium - Exhibition.	06
Unit -7	7.1 Types of advertising – merchandising – give away – competitions – promotions – websites and text messaging. 7.2 Media invitations – photo-calls – press releases – TV opportunities – radio interviews. Flyers – posters – invitations – websites – newsletters – magazines – blogs – tweets. 7.3 Celebrity endorsement – Ministerial/Presidential Visits – Security – personal image issues. 7.4 Staff recruitment and training – health and safety issues- insurance – licenses and permission. Budget – cost of event – return on investment – media coverage – attendance - feedback.	06
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. S.S Gaur and S. V. Saggre, “**Event Marketing & Management**”, Vikas Publishing House.
2. Mary Robert, “**Direct Marketing Management**”, London: Prantice Hall.
3. Gordon Lewis, “**Direct Marketing Strategies and Tactcs**”, New Delhi.

