

EC : 502 : Advance Marketing Management : Part-I (Elective Course)

Theory : Credit : 4 (100%)

Total Marks : 100

Unit	Topics Covered	Wt.
1.	Customer Relationship Management: Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing. CRM Process Framework – Governance Process – Performance Evaluation Process.	(20%)
2.	Retail and Whole selling: Retail types, developing and implementing merchandise strategy, strategies in retail outlet. Whole selling Functions, types, marketing trend.	(15%)
3.	Distributions channel: Importance, types, channel strategy Market Logistic: objective, planning customer oriented inventory management decision, transportation decision.	(15%)
4.	Designing customer oriented channel: Understanding the customer requirement, comparing the channel design. Managing the behavior of channel member, channel relationship, control, power positioning and conflict, influence strategy.	(15%)
5.	Introducing Service Marketing: The nature of Services Marketing Introduction, Definition and Characteristics of Services, Classification of Services, The services environment; evolution of services.	(15%)
6.	Marketing Mix in Service Marketing: The Seven Ps: Product decision, pricing, strategies and tactics, promotion of services and placing or distribution methods for services. Additional dimension in services marketing - people, physical evidence and process.	(20%)

Reference Books:

- *Sales and Distribution Management – Tapan Panda and Sachdev; Oxford Publications.*
- *Marketing Management – analysis, planning and control; Philip Kotler; Prentice hall of India Ltd.*
- *Sales Management: E. M. Johnson, D. L. Kurtz, E. E. Scharuing; Mc Gra w Hill.*
- *Customer relationship management, K.Balasubramaniyan, GIGO publication, 2005.*