

**SYLLABUS OF PGDSMM**

**POST GRADUATE DIPLOMA IN SALES AND  
MARKETING MANAGEMENT (PGDSMM) – 1 YEAR  
DURATION**

**TITLE OF PAPERS :**

**SMM 01 :** Principles of Management & Organizational Behaviour.

**SMM 02 :** International Marketing.

**SMM 03 :** Marketing and Sales Management.

**SMM 04 :** Promotion & Advertising Management.

**SMM 05 :** Consumer Behaviour and Marketing Research.

**SMM 06 :** Industrial and Services Marketing.

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**SMM 01 :**

**Principles of Management & Organizational Behaviour**

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**UNIT 1**

Evolution of Management & Organizational Theory.

Scientific Management School, Classical Organization Theory,  
Behavioural School,

Management Science School, Systems Approach, Contingency  
Approach.

**UNIT 2**

Functions of a Manager–Planning, Organizing, Coordinating &  
Controlling.

**UNIT 3**

Motivation, Leadership, Communication–Theories of Motivation,  
Theories of Leadership, Importance of Communications,  
Communication Problems, Communication Effectiveness.

#### UNIT 4

Individual Processes in Organizations Perception, Attitudes and Personality. Factors that affect them, How they influence people.

#### UNIT 5

Group Processes in Organizations Groups, Group formation, Group Effectiveness, Group conflict.

#### UNIT 6

Organization Design, Organization Change, and Organization Development.

#### Reference Books :

1. Management by James Stoner R E Freeman and Gilbert D, Prentice Hall 6<sup>th</sup> edition.
2. Organizational Behaviour by Stephen Robbins, Prentice Hall
3. Organizational Behaviour by S S Khanka, S. Chand & Co.

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#### SMM 02

#### International Marketing

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#### UNIT 1

International Marketing– importance, growth and benefits. International market place–size, major participants–International corporations, multinational Banks and insurers, trading companies, implication of international marketing management.

#### UNIT 2

International trading framework, GATT, Balance of payment, IMF, aid for development.

#### UNIT 3

Opportunities in Developed countries–North America and Western Europe, Japan, Australia, Middle East and China.

#### UNIT 4

International Marketing strategy–strategy information, method of

entry, ownership and contractual agreements

#### UNIT 5

International product policy, product positioning in foreign market, product standardisation and adaptation, Brands, Trademarks, Warranties, Service and packaging

#### UNIT 6

International product promotion policy, International advertising standardisation, international sales force and their management.

#### UNIT 7

Overseas marketing channel policy and physical distribution and its management.

#### UNIT 8

International product pricing policy and issues in international marketing. Future of international marketing.

#### Reference Books :

1. Kripalani V. K , International Marketing.
2. Varshney R.L and B Bhattacharyya, International marketing management.

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#### SMM 03

#### Marketing & Sales Management :

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#### UNIT 1

Marketing Concept– Defining Marketing, Core Marketing Concept : Production Concept, Product concept, Selling Concept, Marketing Concept, and Marketing Mix concept.

#### UNIT 2

Analysing Consumer Markets & Buyer Behaviour  
Major factors influencing buyer behaviour : cultural factors, social factors, personal factors, and psychological factors, Buying Decision Process : stages Market Segmentation, Bases for segmentation,



Family Life cycle.

### UNIT 3

Product Policy– Product and service differentiation, Product concept, Product levels, Product Hierarchy, Product classification, New Product Development process, Product Life cycle, Product adoption & diffusion process, Product Mix decisions, Branding.

### UNIT 4

Price Policy–Pricing Objectives, Selecting pricing methods, adapting price to the market needs, Price wars.

### UNIT 5

Promotion Policy–Need for promotion, promotion techniques.

### UNIT 6

Channel & Distribution Policy–Channel structure, channel decisions, Wholesaling, Retailing, Physical distribution decisions, Transport modes available in India with its merits and demerits.

### UNIT 7

Sales Management –Selling function – Personnel Selling – Locating prospects, building prospect list – Pre – call planning, Sales Approach – Customer Needs Analysis – Sales Presentation – Handling Customer Objections – Closing Sales – Follow – up action. Territory Management. Sales Ethics. Sales Forecasting. Recruitment Training Sales People, Compensation for Sales People, Evaluating sales force performance.

#### Reference Books :

1. Marketing Management by Philip Kotler, 8<sup>th</sup> Edition, PHI
2. Sales Management by Vaswas Das Gupta, PHI
3. Selling – Principles & Practices by Fredrick Russel, Frank Beach and Richad Brskirk, McGraw Hill

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## SMM 04

### Promotion & Advertising Management

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#### UNIT 1

Introduction to the Field of Advertising Management  
The Advertiser – Perspectives on Advertising – Planning Framework for Advertising Planning And Decision Making – Market Structure Analysis – Communication.

#### UNIT 2

Setting Advertising Objective–Importance Of Advertising Objectives – DAGMAR – Contributions of DAGMAR – Challenges to DAGMAR – DAGMAR Model 2 – Positioning Strategies for Image and Competitive Position – Determining the Position Strategy.

#### UNIT 3

The Advertising Communication Process–A Model Of the Advertising Communication System – Perception Process – The Persuasion Matrix – Source Factors – Message Factors – Cognitive Consistency, Conflict and Attitude Change – Low Involvement – Learning and Consumer Information Processing.

#### UNIT 4

Copy Decisions–Copy Alternatives and Creative Styles – Creative Approaches and Styles – The Creation and Production Process – Rational For Copy Testing – Selection Copy Tests.

#### UNIT 5

Media Decisions and Strategy–The Importance of Media Strategy – Parameters of the Media plan – The Concept of Primary and Secondary Media – Concept of Effective Frequency in Media Scheduling – The Purchase Cycle – Estimation of Minimum Effective Frequency – Geographic Advertising Research And Evaluation.

#### UNIT 6

The Social And Economic Effects Of Advertising  
Structuring of the Issues in Advertising – Nature and Content Of Advertising – Effect of Value and Lifestyles – Economic Effects

Of Advertising – Advertising Competition.

**Reference Books :**

1. James S. Norris : 'Advertising' – Prentice Hall India, New Delhi
2. C.H. Sardage, Vernon Pryburger, Kim Rotzoll : 'Advertising Theory & Practice' – All India Travellers Book Seller, Delhi – 51
3. Frank Jefkins : 'Advertising Made Simple' – Rupa & co
4. Rossiter & Percy : 'Advertising and Promotion Management' – Mc Graw Hill
5. A.R. Fatihi : 'The Language of Advertising and T.V. Commercial' – Prentice Hall of India Pvt Ltd. Delhi – 1

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**SMM05**

**Consumer Behaviour And Marketing Research**

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**UNIT 1**

An Introduction to Consumer Behaviour – Consumer Behaviour as a Marketing Discipline – Consumer Behaviour Principles in Strategic Marketing – Buying Decision Process – Need Recognition – Information Search – Evaluation of Alternatives – Purchase Decision – Past Purchase Behaviour – Consumer Behaviour Models.

**UNIT 2**

Cultural Social Factors Of Consumer Behaviour  
Buyers Black Box – Cultural Factors – Culture – Sub culture – Social Class – Social Factors – Reference Groups – Family – Roles and Statuses.

**UNIT 3**

Personal and Psychological Factors of Consumer Behaviour – Personal Factors – Age and Life Cycle Stage – Occupation – Economic Circumstances – Life Style – Personality and Self Concept – Psychological Factors – Motivation – Perception – Learning – Attitude.

**UNIT 4**

Diffusion of Innovations – The Diffusion Process – Innovation – Product Characteristics that Influence Diffuses – channels of Communication – The Adoption Process – Stages – Limitation – Innovation Decision Process – Profile of the Consumer Innovator.

**UNIT 5**

Introduction to Marketing Research – Conceptual Framework – Nature, Scope and Importance of Marketing Research – Market Research Vs Marketing Research – Marketing Research Process.

**UNIT 6**

Sampling Techniques – Methods Of Sampling – Probability Sampling – Random – Stratified – Cluster – Systematic – Non – Probability Sampling Convenience – Quota – Judgment – Sampling Errors. Collection, Analysis And Interpretation of Data  
Data Collection Methods – Questionnaire and Interview Schedule – Primary and Secondary Data – Data Processing – Data Analysis – Statistical Tools For Marketing Research – Chi – Square Analysis – Correlation – Regression – Data Interpretation – Report Writing. Application of Marketing Research.  
Product Research – Advertising Research – Motivation Research.

**Reference Books :**

1. Schiffman & Lazer : Consumer Behaviour
2. Philip Kotler : Marketing Management
3. Kinner & Taylor : Marketing Research
4. Ramaswamy & Majumdar : Marketing Research
5. Dr. D.D. Sarma : Marketing Research

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**SMM 06**

**Industrial and Services Marketing :**

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**UNIT 1**

Industrial Marketing – An Overview – Introduction to Industrial Marketing – Industrial Marketing System and Concepts – Industrial Buyer Behaviour. Characteristics, Motives, Purchasing Systems.



### UNIT 2

Identifying Market Opportunities–Market Opportunities – Types of Markets – Demand in Industrial Markets Classification of Industrial Products and Services, Product Line, Planning, New Product Development and Introduction – Product Positioning – Pricing Decisions.

### UNIT 3

Formulation of channel Strategies and Development of Marketing Strategies–Formulating Channel Strategies and physical Distribution Decisions – Promotion – Personal Selling – Publicity – Industrial Marketing Communications – Importance given to Different Promotional Tools in Industrial marketing and Consumer marketing –Developing Marketing Strategies for Industrial Products/Services.

### UNIT 4

Understanding Services Marketing–Introduction – Growth in Services and its Importance, Differences in Goods and Services – Characteristics of Services, Challenges in Marketing Services. Nature and Classification of Services, Service Quality – Gap Model, customer Perception and Expectation, consumer Behaviour, Understanding Customers through Marketing Research, Building Customer Relationships – Segmentation and Retention Strategies.

### UNIT 5

The Marketing – Mix in Services–Product in Services – Service Design and Positioning, New Service Development, Pricing Approaches, Promotion – Role of Advertising, Personal Selling and Other Communications, Place – Service Location and Channel, People in Service, Process and Physical Evidence.

### UNIT 6

Marketing Challenges and Effort–Managing Demand and Supply – Strategies for matching demand and supply, Service Recovery, Marketing Effort in some Services Sectors – Airlines, Hotels, Banks, Hospitals, Travel & Tourism.

### Reference Books :

1. Richard M. Hill, Ralph S. Alexander and James S. Cross : Industrial Marketing, Traveler Book Seller Publisher & Distributors.
2. Corey : Industrial Marketing, PHI Publication.
3. Mary J. Bitner and Valerie Zeithaml : Service Marketing, Tata – McGraw.
4. Ravisankar : Service Marketing.

