

PROGRAMME PROJECT REPORT

POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT(PGDMM), PROGRAMME PREPARED BY CIQA, DODL, DIBRUGARH UNIVERSITY FOR THE ACADEMIC SESSION 2020-21 ONWARDS

Vision:

The vision of Directorate of Open and Distance Learning, Dibrugarh University is to reach the unreached and impart excellent education.

Mission:

The mission of the Directorate is to empower all those persons who cannot due to unavoidable reasons drop their studies after completing their graduation. Post graduate Diploma in Marketing Management (PGDMM) was introduced in order to provide opportunities to those students who are not able to pursue their studies after graduation in conventional mode. The mission of the Directorate of Open and Distance Learning is to create promotional opportunities for those people whose opportunity for higher education was disrupted. The Directorate has the mission to provide education to remote areas of its jurisdiction where people lack quality education by introducing such diploma courses, so that they can have the opportunities to learn professional courses as well. This in-turn facilitates them to get skills vital for sustaining in the changing business scenarios. Therefore, the Mission of the Directorate is summarized in the following points:

- Empowering students with all the knowledge and guidance that they need to become worthy professionals in the area of Marketing.
- Providing a detailed knowledge on Marketing Management.
- Providing for holistic and value based development of learners which ultimately enhances their employability.
- To carve a niche for ourselves in the specialized field of Marketing Management.
- Provide a nurturing and motivating environment to exploit the full potential of the learners.
- Grooming the learners to become a truly global personality well equipped to deal with the modern world and its challenges.

Objectives: In order to fulfil its stated vision and mission the Directorate is committed to:

- **Academic excellence:** Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.
- **Professional Excellence:** The Directorate motivates moulds and prepares the students for positions of leadership in business organizations at the local, national and international levels. The capacity building of our learners to assume productive roles are emphasized during course and to inculcate the habit of lifelong learning. The ultimate objective is to produce commerce graduates who possess the skills, problem solving tools and professionalism essential for being successful.
- **Total commitment:** The Directorate is focused on the all-round development of the learners' personality through proper education and exposure to the vast treasure of knowledge (through library); sports facilities and socialization (through a platform called Assemblage).
- **Holistic Development:** The Directorate provides exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges. To achieve innovations in teaching-learning, research and extension activities to realize national goals, including the adoption and promotion of knowledge output for human development.

Relevance of the program with HEI's Mission & Goals:

The PGDMM programme being a Diploma course for 1 years helps to achieve the understanding of how marketing is relevant and important in the corporate arena and also helps the students to learn a variety of tools and techniques which is the current buzz of the corporate world. The learners of this programme are highly demanded by the corporate

world, both public and private. The learners of this programme get an added advantage of being specialised in the particular field of Marketing, creating a huge demand for themselves. The graduates of this course develop entrepreneurial qualities to set up their own marketing agencies.

Nature of Prospective Target Group of Learners:

Learning is the process of acquiring or modifying knowledge, skills, and values by study. Learner is the person who learns or takes up knowledge or beliefs. The learner uses the platform to get new competencies. The target learners of DODL will be the students of the age eighteen and above. The proposed PGDMM course is targeted for learners from all the areas.

The goal of this programme is to develop their interest in latest educational technology and equip them with proper skills. This may increase their ability to learn, experience and master latest technology and technological applications in the field of Marketing. By utilizing their education and learning skills they can find better jobs or start their own business.

The target learners will be from the rural or interior areas of Upper Assam as well as the other areas of the society. The following are the target factors and medium for the PGDMM programme at DODL, DU:

Target Factors	Medium
Target Community	Rural / Urban
Target area	PG Students
Target Audience	Students aspiring for Diploma Courses.
Age group	18 years and above
Delivery system	Self Learning Materials, Counseling class, CDs, Radio

Appropriateness of PGDMM Course to ODL Learners' to Acquire Specific Skills and Competence:

The learners of PGDMM programme will be expert in managing the marketing aspects of the business as a whole. With the growing demand for internationalisation and standardisation in marketing aspects, the learners having this degree gets an added advantage to choose the course as there is a huge demand for such graduates in the corporate world.

Programme Educational Objectives:

- After completion of the programme learners will have an in-depth knowledge of Marketing, understanding behaviour of Consumer, marketing research, advertising, international techniques of marketing, rural marketing, etc
- The programme aims to equip the students with professional skills, inter personal skills and entrepreneurial qualities.
- The programme also inculcates ethical values, team work, leadership and managerial skills.

Programme Outcomes:

- The learners will develop an ability to apply knowledge acquired for problem solving purposes in the corporate field.
- The learners will be ready for employment in functional areas of Marketing.
- Ability to work in teams with enhanced communication and inter-personal skills.
- Ability to start entrepreneurial activities.
- An inclination towards lifelong learning and acquiring knowledge.

SYLLABUS

Course Code	Course Title	Marks in yearend Examination	Marks in Internal Assessment	Total
PAPER - I	Marketing Management	80	20	100

PAPER – II	Consumer Behaviour and Marketing Research	80	20	100
PAPER – III	Advertising & Sales Management	80	20	100
PAPER – IV	International Marketing	80	20	100
PAPER – V	Service Marketing & Customer Relationship Management	80	20	100
PAPER - VI	Agricultural & Rural Marketing	80	20	100

DETAIL SYLLABUS OF THE PROGRAMME

Paper 1

MARKETING MANAGEMENT

Marks -100

UNIT 1: Marketing

Marks-20

Basic concepts, Modern Concept of Marketing-Meaning, Function and importance of Marketing Management .

UNIT 2: Consumer Behavior & Consumers Markets

Marks-20

Principal factors influencing buyer behavior : Culture factors, Social factors, Personal factors and Psychological factors , Buying theories and processes. Market segmentation : Its importance and bases.

UNIT 3 : Product Policy

Marks-20

Product concept and product classification . New product Development Process, Product Life Cycle, Product adoption and diffusion process, Product Mix decisions.

UNIT4 : Price Policy

Marks-20

Pricing Concept and objectives, Pricing method ,adopting Price to Market needs, Price Wars.

UNIT5 :Channel and Distribution Policy

Marks-20

Channel structure Channel decision, Wholesaling, Retailing, Physical distribution decision. Transport mode available in India-their merits and demerits.

Reference Books

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|-------------------|---|
| 1. Kotler, Philip | :Marketing Management
8 th Edition, PHI |
| 2. Ganesan, k. | :Marketing Management |
| 3. Stanton, W.J. | :Fundamentals of Marketing |

PAPER II

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Marks -100

Unit 1 : Introduction to Consumer Behaviour

Marks-20

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 Purchased Behaviour- Consumer Behaviour Models .

Unit 2 : Socio- cultural factors of Consumer Behaviour Marks-20

Buyer Black Box-Cultural Factors-Culture-Sub CULTURE –Social class-Social factor-Reference Group-Family-Roles and Statuses.

UNIT 3: Personal and Psychological Factors of Consumer Behaviour Marks-20

Personal Factor-Age and Life Cycle Stage-Occupation-Economic Circumstances-Life Style-Personality and Self Concept- Psychological Factors-Motivation-Perception-Learning-Attitude.

UNIT 4 :Interesting of Marketing Research Marks-20

Conceptual Framework-Nature, Scope and interest of Marketing Research- Marketing Research Vs Marketing Research- Marketing Research Process.

UNIT 5: Sampling Techniques Marks-20

Method of Sampling-Probability Sampling-Random-Stratified-Cluster-Systemetic- Non Probability Sampling Convenience- Quota-Judgement-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

Schiffman and Lazer	: Consumer Behaviour
Crisp, R.D	: Marketing Research
Ramaswamy & Majumdar	:Marketing Researc
Holmes	: Marketing Research
Sharma, Dr. D.D.	: Marketing Research

Paper –III

ADVERTISING MANAGEMENT

Marks-100

UNIT 1 : Introduction

Marks-20

Defination and Devlopment of Advertising –Advertising and a Dynamic Market.Advertising as a Management Function –The Contributions of Advertising Management to Marketing and corpoprte Management.

UNIT 2 : The Economic and Social roles of Advertising Marks-20

Does Advertising perform different functions in different sectors of the economy – Competition, Price Competition ,Production Costs, Overall Product Demand, CompanyImage, Number of products, Costs of Advertising and Product information. Advertising and social Issues- Waste in Advertising –general social criticisms- Standard of living –Does advertising cause people to buy goods they do not need..

UNIT 3 : Media Decision Marks-20

Setting objective – Definition- Approach to writing copy-Important copy Attributes. The Headline-Specifics Headline Classification.

UNIT4 : Media Decision Marks-20

Definition- Types of Media-Factors influencing selection of media-Use of computer in selecting Media .

UNIT 5 : Planning the Campaign

Marks-20

Factors influencing the planning of the Campaign-Planning the campaign-The Market, The objective of a Campaign, Setting the Budget. The Appeal or Theme, The Media and the Schedule.

Reference Books

1. Dirksen, Charles L. Kroeger, Arthur :Advertising Principles, Problems and Causes
&
Nicosia, Francesco M. Richard D. Irwin, INC. Homewood, Illinois(1997),5th Edition
2. Sandage, C.H., Advertising Theory & Practics,
Fryburger, Vernon All India Travellers, Book Seller,
& Delhi-51
3. Norris,Jmaes S. Advertising, Prentice Hall India
New Delhi
4. Jefkins, Frank Advertising Made Simple, Rupa &Co.

PAPER –IV INTERNATIONAL MARKETING Marks 100

UNIT 1 : Introduction : Nature and Significance ; Complexities of international marketing , Transition from domestics to transnational marketing ,international market orientation-EPRG framework; international market entry strategies.

Marks -20

UNIT 2 : International marketing Enviornment- internal Enviornment –external environment; impact of environment on international marketing decisions.Global market segmentation; international positioning .

Marks -20

UNIT 3: Product planning for Global markets; Standardization vs. product adoption ; new product development ; Management of international brands; Packing and labeling . International pricing policies and strategies.

Marks -20

UNIT 4: Funcation and type of distributions channel ;Channel selectingdecisions; Selection of foreign distributors/ agents and managing relations with them;International; logistic decisions. Issue in international marketing planning; international marketing information system, organizing and controlling.

Marks-20

UNIT5: Emerging issue and Developments in International marketing of service ; information Technology and international marketing ; impact of Globalization; WTO.

Reference Books

- 1.Jain, S.C. :International Marketing, CBS Publication,New Delhi
2. Keegan , :Global Marketing, Management, Prentice Hall, New Delhi
Warren J
- 3.Paliwoda, :The Essence of international Marketing.
Stanley J Prentice Hall, New Delhi

PAPER –V SERVICE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT Marks 100

UNIT 1: Nature and types of service ; Difference between service and goods marketing ;Service Marketing Triangle, Macro and micro environment for service marketing ;Understanding service customers-models for service , customer behavior; customer expectations and perception; Service Quality and GAP model.

Marks 20

UNIT 2 : Service market and segmentation ; Targeting and positioning, Need for expanded marketing mix; Planning for service offer ; Pricing promotion and distribution of services; Management of people Process and physical evidence; Matching on demand and supply of services.

Marks 20

UNIT 3 : Service Marketing Application –Marketing of financial, hospital, hospital, tourism and educational services ; International Marketing of services and GATS.

UNIT 4 : Relationship Marketing – Meaning nature and scope ; Types of relational exchanges; Reasons for relationship marketing ; firms and customer perspectives.

Marks 20

UNIT 5 : Attributes and determinants of relational exchanges,Networking –nature, role and mechanism. Customer selection ; Relationship strategies;Implementing CRM; Pole of information Technology in relationship building ; e-CRM.

1.Gosney, JohnW. and Thomas P. Boehm :Customer Relationship Management Essentials , Prentic Hall; New Delhi

2.Payne, Adrian : The Essence of service Marketing, Prentic Hall; New Delhi

3.Seth, Jagdish N. Et.al.; :Customer Relationship Management ,Tat McGraw Hill Publising Co., New Delhi

Paper-VI

AGRICULTURAL AND RURAL MARKETING

Marks 100

UNIT 1 : Rural Marketing : Nature, Characteristics and the potential of rural markets in India ; Social cultural, economic and other environmental factors affecting rural marketing ;Attitude and Behaviors of rural consumers and farmers .

Marks 20

UNIT 2 : Marketing of Consumers durable and Non Durable Goods and Services in Rural Markets: Product Planning , Pricing, Promotion and management of distribution channels of marketing durable and non –durable goods in rural areas; Media planning ;Planning and organizing personal selling I rural markets.

Marks 20

UNIT 3 : Marketing of Agricultural Inputs :Marketing of fertilizers ,pesticides, seeds, tractors and other agricultural products ;and its performance ; processing facilities for different agricultural implements in rural areas.

Marks 20

UNIT 4: Agricultural marketing ;classification of agricultural products with particular reference to seasonality and perish ability ; Market structure of agricultural products

in it performance; Processing facilities for different agricultural products; Role and types of warehousing.

Marks 20

UNTI 5: Agriculture Price Determination and Commodity Trading : Role of agricultural price Commission ; Role of Central and State Government institutions and organisations in agricultural marketing ;Unique features of commodity markets in India .Problems of Agricultural Marketing in India and challenges. **Marks 20**

Reference Books

1. Gopaldaswamy, T.P. : Rural marketing Wheeler Publisher, New Delhi
2. Mamoria, C.B. : Agriculture Marketing, Himalaya Publishing House Delhi
3. Rajagopal : Organizing Rural Business, Sage Publisher , New Delhi

Procedure for admissions, curriculum transaction and evaluation:

Admission notices/advertisements for various programmes of the Directorate of Open and Distance Learning, Dibrugarh University, will be published in leading newspapers, both English and Assamese, at least forty-five days prior to the date of admission. It will be notified in the Dibrugarh University website, www.dibru.ac.in. also. Candidates are to apply in the prescribed Application form only. The admission form along with the Prospectus can be obtained from the office of the Directorate of Open and Distance Learning, Dibrugarh University, or any of the Study Centres, in person. It can also be requested through post by sending a bank draft of the Prospectus fee (to be notified at the time of advertisement) drawn in favor of Distance Education Fund, Dibrugarh University, along with a self-addressed stamped (Rs. 35/-) envelop of 12” x 8”. Forms downloaded from the website are also accepted provided it is submitted along with a bank draft as mentioned above.

Any graduate student with or without major from any recognised Institution/University is eligible to apply for admission to the PGDMM Programme under Directorate of Open and Distance Learning, Dibrugarh University. Eligible applicants must bring the filled in admission form along with self-attested copies of mark sheets and testimonials HSLC onwards (details in the Prospectus). At the time of admission they are required to pay the admission fee either in cash/card or DD. On confirmation of admission, the learners will be provided Identity Cards and Self Learning Materials.

The Directorate would conduct weekend counselling for its learners. Apart from this, they would be able to solve their queries over phone by calling the concerned subject Coordinator at their respective Study Centre. Moreover, for this programme a few Video CD would be provided and some recorded lectures and discussion would be provided through Radio Broadcasting Programme ‘Gyanmalini’, to be broadcasted from All India Radio Dibrugarh.

Requirement of the laboratory support and Library Resources:

The Programme does not require laboratory support. The Directorate of Open and Distance Learning, Dibrugarh University has a Library for its learners with sufficient books to help them through their studies. It has provision for distance learners to read as well as borrow books. Moreover, there is a provision for the learners to access the Dibrugarh University main library, Lakshminath Bezboroa Granthagar, with a present holding of approximately 175815 books and rare publications, apart from 18718 back volumes of journals, 3030 theses and dissertations. There is also a small library at DODL, DU attached with a reading room for the distance learners. It has more than 5,500 textbooks and reference books regarding different subjects including Mathematics.

Cost estimate of the Programme and the provision:

Keeping an eye on the number of applicants applying for the programme it can be estimated that around 150 learners may seek admission to this Programme. If the cost estimate is calculated on 100 learners, the approximate cost is as follows:

Development (*SLM writing, editing, review, printing cost, recording, radio slots, remuneration, etc.*): Rs. 5,00,000/- (approx.)

Delivery (*Postage, courier, door delivery, etc.*): Rs. 50,000/- (approx.)

Maintenance (*Syllabus revision, SLM revision, Committee expenses, etc.*): Rs. 25,000/- (approx.)

Income from 100 learners ----- Rs. 6, 00, 000 (@ Rs. 6000/- per learner)

Benefit ----- Rs. 25, 000 (Approx.)

*Some amount of money will be needed to spend on learner support like face-to-face counselling, advertisement, library, production of DVDs, radio counseling, salary and other related administrative expenses.

Quality assurance mechanism and expected programme outcomes:

Every attempt has been made to make the Self Learning Materials of high quality, and sound relevance to the learners. The Centre for Quality Assurance will evaluate and review the course mechanism. Moreover, revision and updating of material by obtaining feedback from students and resource persons will be done. A high powered committee constituted with the Deans, HoDs, Subject Experts from the University Departments and the Directorate will also monitor the syllabus upgradation, curriculum design, and other pedagogical and academic aspects of all programmes of the Directorate of Open and Distance Learning, Dibrugarh University.
