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NH-52, Namsai, Arunachal Pradesh -792103

MASTER OF BUSINESS ADMINISTRATION (MARKETING MANAGEMENT) - THIRD SEMESTER

Third Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Management Information System	3	100
2	Strategic Management	4	100
3	Total Quality Management	4	100
4	Advertising Management	3	100
5	Marketing of Services	4	100
6	Sales & Distribution Management	4	100
Total		22	

Subject Name: MANAGEMENT INFORMATION SYSTEM

- 1. Introduction to Information System in Business:** Organization, Management and Network Enterprises Information system in enterprises, Information system, Organization, Management and Strategy: The changing role of Information system in organization, Decision making, business strategy.
- 2. Computer Hardware and Computer software, Telecommunications, Categories of computer and Computer system, what is software, System software telecommunication and Networks.**
- 3. Information System for Managerial Decision Support, Managing Knowledge:** Knowledge Management in organization, Information and Knowledge work system. Group Discussion Support System (GDSS), what is GDSS, Characteristics of GDSS.
- 4. Enterprise and Global Management:** Redesigning the Organization with Information System: Business Process reengineering and Total Quality Management. Management international Information system: The Growth of international information system, organizing international information system, managing global system.

Subject Name: STRATEGIC MANAGEMENT

- 1. Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of Globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, finance, HR and Global Competitiveness.**
- 2. Environment Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource Based Approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.**

3. SWOT Analysis, TOWS Matrix, Various Corporate Strategic Stability, Retrenchment and Combination Strategy. Process of Strategic Planning, Stages of Corporate Development, Corporate Restructuring, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.
4. Strategy Implementation through Structure, through Human Resource Management: through value and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity Based Costing, Strategic Information Systems, Case Study related to the Entire Syllabus.

Subject Name: TOTAL QUALITY MANAGEMENT

1. **Introduction:** Definition of Quality, Dimension of Quality, Quality Planning, Quality Cost-Analysis Techniques for Quality Costs, Basic Concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, strategic Planning, Deming Philosophy, Barriers to TQM Implementation.
2. **TQM Principle:** Customer satisfaction- Customer Perception of Quality, Customer Complaints, Service Quality, Customer retention, Employee Involvement - Motivation, Empowerment, Terms, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDSA Cycle, 5S, Kaizen, Supplier Partnership - Partnering Sourcing, Supplier Selection, Supplier rating, Relationship Development, Performance Measures- Basic Concepts, strategy, Performance Measure.
3. **Statistical Process Control(SPC):** The Seven toils of Quality, Statistics Fundamentals - Measure of Central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for Variables and attributes, Process Capability, Concept of six Sigma, New Seven Management Tools.
4. **TQM Tools:** Benchmarking - Reasons to Benchmark Process, Quality function Deployment(QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total productive Maintenance (TPM) - Concept, Improvement Needs. FEMA - Stages of FEMA.
5. **Quality System:** Need for ISO 9000 and other quality Systems, ISO 9000:2000 Quality System-Elements, Implementation of Quality System, documentation, Quality Auditing QS9000, ISO14000 - Concept, Requirements and Benefits.

Subject Name: ADVERTISING MANAGEMENT

1. **Advertising Strategy:** Strategies Role of Advertising, Advertising and Brand Advertising, Brand Concept, Segmentation and Advertising Strategy, Advertising and Non-Profit Marketing, Positioning and Consumer Benefit, Advertising and Repositioning Strategies Advertising Communication for Brands.
2. **Advertising Research:** Types of Advertising Research, Role of Research in Advertising, Development of Professional Advertising research, Uses of Advertising Research, Meaning or Measurement in Advertising Research.
3. **Advertising Brands:** Advertising Promotion and Cultural Interpretation, Differing Cultural Practices of Communication, Internationalization of Marketing, Cultural Difference and Business Behavior, Converging Cultures Debate, Economic Scope and Control of Brand Image, Marketing Communication, Role of Advertising, Standardized Global Advertising Campaigns, Advertising in Asian Economies, Advertising and Promotion in Malaysia, Japanese ads Consumer Individualism, Advertising in Thailand, Promotional Management in a Global Context.

4. **Advertising and Ethics:** Advertising and Ethical Controversy, Controversial Advertising, Advertising's Economic Function, Infantilism in Brand Advertising, Social Role of Brand Recognition, Historical Status of Advertising, Theorizing Advertising and Promotion, Strong and Weak Theories of Advertising Concept, Advertising Text and Context, Advertising and Semiotics.
5. **Advertising and Promotion:** Advertising Agencies and Professional Disciplines of Marketing Communication, Evolution of Advertising Agencies, Character of Advertising agency Work, Agency Brands, Account Team Roles, The Client and the Agency, Creative Advertising Development Process, Strategy: Marketing and Communication Issues, Tracking Campaign Effectiveness, Prompted and Unprompted Awareness Surveys.

Subject Name: MARKETING SERVICES

1. **Understanding services marketing:** Introduction, services in the modern economy, Classification of services, marketing services Vs. Physical services, services as a system.
2. **Customer Relationship Marketing:** Relationship Marketing, the nature of service consumption understanding customer needs and expectations, Strategic responses to the intangibility of service performances.
3. **Services market segmentations:** The process of market segmentation, selecting the appropriate customer portfolio, creating and maintaining valued relations, customer loyalty.
4. **Creating value in a competitive market:** Positioning a service in the market, value addition to the service product, planning and branding service products, new service development.
5. **Pricing strategies for services:** Service pricing, establishing monetary pricing objectives foundations of pricing objectives, pricing and demand, putting service pricing strategies into practice.
6. **Service promotion:** The role of marketing communication. Implication for communication strategies, setting communication objectives, marketing communication mix.
7. **Planning and managing service delivery:** Creating delivery systems in price, cyberspace and timeThe physical evidence of the service space. The role of intermediaries, enhancing value by improving quality and productivity.
8. **Marketing plans for services:** The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitory marketing planning and services.

Subject Name: SALES AND DISTRIBUTION MANAGEMENT

1. Sales Setting:

- Environmental Factors
- Environmental and Managerial Forces that Impact Sales
- Globalization of Markets
- Fragmentation of Markets
- Sales Channels
- Industrial/Commercial/Public Authority Selling
- Selling for Resale
- Selling Services
- Sales Promotions
- Exhibitions
- Public Relations

2. Sales Strategies:

- Sales and Marketing Planning
- The Planning Process
- Establishing Marketing Plans
- Place of Selling in the Marketing Plan

3. Consumer and Organizational Buyer Behavior:

- Difference between Consumer and Organizational Buying
- Consumer Buyer Behavior
- Factors Affecting the Consumer Decision-Making Process
- Organizational Buyer Behavior
- Factor Affecting Organizational Buyer Behavior
- Development Purchasing Practice
- Relationship Management

4. Organization and Compensation:

- Organizational Structure
- Geographical Structure
- Mixed Organization
- Determining the Number of Salespeople
- Establishing sales Territories

5. Sales Responsibilities and Preparation:

- The Relationships between sales and Marketing
- Sales and Marketing Alignment and Integration
- Sales Responsibilities
- Implementing Sales and Marketing Strategies
- Preparation