

INSTITUTE OF MANAGEMENT STUDIES
MBA (MARKETING MANAGEMENT) BATCH 2021-23
SEMESTER- IV

S. No.	CODE	SUBJECT NAME	TYPE	CREDITS
1	MS5D-602	Marketing Data Analytics	compulsory	3
2	MS5D-604	Media Decisions and Vendor Management	compulsory	3
3	MS5D-606	Integrated Marketing Communication	compulsory	3
4	MS5D-608	Legal & Business Environment	compulsory	3
	MS5D-652	Comprehensive Viva Voce		3*
Electives				
5	MS5D-624	Rural Marketing	electives (any 4)	3
6	MS5D-626	Social and Emotional Intelligence		3
7	MS5D-628	Strategic Marketing		3
8	MS5D-630	Customer Relationship Management		3
9	MS5D-632	Green Marketing		3
10	MS5D-654	Research Project/ Decision Making Skills	elective (any 1)	3

INSTITUTE OF MANAGEMENT STUDIES			
MBA (MARKETING MANAGEMENT) BATCH 2021-23			
SEMESTER- IV			
SUBJECT NAME	MARKETING DATA ANALYTICS	SUBJECT CODE	MS5D-602
		TOTAL CREDITS	03
SUBJECT NATURE: GENERIC			
Course Objective:			
<ul style="list-style-type: none"> • To familiarize participants with concepts and applications of data analytics. • To acquaint participants with the challenges of data preparation and implementation. • To understand and design data driven models for business decision making. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • To understand the role of data analytics, data mining and business analytics within an organization. • Compute and analyze data using statistical and data mining techniques • Design and develop process of improving the decision making (relevance and quality). 			
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			Sessions
Unit - 1 Introduction to Data Analytics	1.1 Understanding need of marketing data analytics for business organization, 1.2 Application of marketing data analytics at different levels of business organization, concept of data, information, Knowledge and Wisdom. 1.3 Knowledge discovery, data quality issues, data mining and data analytics 1.4 overview of R		11
Unit - 2 Examining Data – Exploration and Transformation	2.1 Creating charts/ graphs (histogram, scatter plot, line chart etc.) 2.2 Overview of statistical perspective – Understanding mean, median, mode, correlation analysis, normal distribution, standard deviation, variance, histogram, testing of normality, Kurtosis 2.3 Handling Missing values, detection and handling of Outliers using Box- Whisker method, Data Exploration and Dimension Reduction using Principal Component Analysis (PCA). 2.4 Supervised and unsupervised learning, inferential and predictive statistics, data types, variables types.		12
	3.1 Data driven modelling, Introduction to regression modelling, model preparation using regression techniques, data modelling using multiple		12

Unit - 3 Data Modelling	linear regression 3.2 What customers want?: Customer value, Conjoint Analysis 3.3 Analytics for customer segmentation and targeting 3.4 Demand Forecasting & Pricing	
Unit-4 Data Modelling using ANN	4.1 What customers want?: Customer value, Conjoint Analysis 4.2 Analytics for customer segmentation and targeting 4.3 Marketing Mix Models and Advertising Models 4.4 Recommender System	04
Unit – 5 Introduction to Latest Trends	5.1 Market Basket Analysis and RFM Analysis 5.2 Text Mining and Sentiment Analytics 5.2 Text Mining and Product Innovation Management 5.3 Social Network Analysis for Marketing	06
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

1. Wayne L. Winston, "Marketing Analytics: Data-Driven Techniques with Microsoft Excel," Wiley India, Jan 2014.
2. GalitShmueli, Nitin R. Patel and Peter C. Bruce, "Data Mining for Business Intelligence – Concepts, Techniques and Applications", Wiley India, 2016 (reprint).
3. Anil Maheshwari, "Data Analytics", McGraw Hill Education, 2017
4. Software used - MS- Excel and Frontline Solvers XLMiner (Cloud based or student version)

Reference Books:

6. Michael J. Berry and Gordon S. Linoff, Data Mining Techniques: For Marketing, Sales and Customer Relationship Management, Wiley & Sons, 3rd Edition.
7. Joseph F. Hair, William C. Black, Barry J. Babin , Rolph E. Anderson, Multivariate Data Analysis , Pearson Education, 7th Edition, 2010.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Semester IV			
Subject Name	Media Decision and Vendor Management	Subject Code	MS5D-604
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • To develop willingness to share the ownership of brand with partner agencies. • To convert partner agencies into a reliable support structure. • To achieve exponential benefits of synergy 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Build a strong vendor network that brings efficiency in achieving marketing goals. • Evaluate the capabilities of partner agencies to deliver. Negotiate their remuneration justifiable with their SoW. Design proper SoP. • Plug the gap of possible loopholes. And leave no room for any corrupt or unethical practices. • Know the marketing lingo used by partner agencies and their way of functioning. 			
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 Concept of a vendors in Marketing	1.1. Concept of a vendor or an agency. 1.2. Classification of Vendors. 1.3. Benefits and limitations. 1.4. Strategic vision.		07
Unit-II Selection and management of vendor	2.1. Defining SoW. 2.2. Vendor management process. 2.3. Process of selection. 2.5. Negotiating contract and value additions. 2.4. Defining SoPs.		08

Unit-III Vendor relationship management	3.1 On boarding vendor 3.2 Setting KPIs 3.3 Monitoring performance of vendors 3.4 Rewarding vendors 3.5 Payment methods	08
Unit- IV Role of vendors	4.1 Outsourcing opportunities 4.2 Specialization of vendors 4.3 Resources and capabilities 4.4 Trends and Innovative	08
Unit -V Ethics	5.1. Ethics on both sides. 5.2. Checking loopholes and corrupt practice. 5.3. Benefits and challenges 5.4 Vendor dispute redressal	07
Unit-VI Scale of media Decisions	6.1. Factors affecting media 6.2. Media influence on purchase decision. 6.4. Media class, vehicle, options, scheduling, cost 6.5 Media and vendor	07
	TOTAL CLASSROOM CONTACT SESSIONS	45

Text Reading: Latest Editions

1. **The Vendor Management Office:** Unleashing the Power of Strategic Sourcing - Unleashing the Power of Strategic, Stephen R. Guth. Esq.
2. **How a Vendor Manager Can Prepare for a Successful Negotiation:** What You Need to Do BEFORE a Negotiation Starts in Order to Get the Best Possible Outcome- Dr. Jim Anderson · Blue Elephant · Narrated by Dr. Jim Anderson; Audiobook
3. **Vendor Management,** An insider's strategy to win and create long lasting change, Carrideo Agostino
4. **Vendor Management,** A Complete Guide - 2020 Edition by Gerardus Blokdyk

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Batch (2019-21)			
Semester IV			
Subject Name	INTEGRATED MARKETING COMMUNICATIONS	Subject Code	MS5D-606
		Total Credits	03
Subject Nature: CORE			
Course Objective: The objectives of this course are to provide insights into the realities of marketing communications, and imparting knowledge and developing skills to manage integrated marketing communications campaign.			
Learning Outcome: At the end of the course student will be able to: <ul style="list-style-type: none"> • Analyze and respond appropriately to key issues in marketing communications within a given context; • Determine and evaluate marketing information required to plan and manage integrated marketing communications campaigns. 			
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 60marks having theory and case/practical problems.			
Course Contents			Class Room Contact Sessions
UNIT – 1 Foundations ofIMC	Promotion Mix, Shift from marketing communications to IMC An overview of IMC, Growth of IMC, Element of IMC, Role of IMC in the marketing process.		6
Unit-2 IMC Partners	Participant in IMC, Role of advertising agencies, Media partners and other marketing communications agencies.		3
Unit-3 IMC Campaign Planning	Marketing Communication Models, IMC planning process, Key issues, Strategies		4
Unit- 4 Advertising Strategy	Advertising campaign, Product market analysis, Setting advertising objectives, DAGMAR approach, Budgeting, Creative strategy, Media strategy, Mediaplanning and media scheduling, Copy design and development, Advertising appeals, Message format, Copy writing, Script and Story Board.		6
Unit -5 Sales Promotion Strategy	Role of Sales promotion, Trade promotion and consumer promotion, Sales promotion and other IMC tools.		6

Unit -6 Public Relations and Corporate Communications	The PR process, Public and PR tools, Corporate communications	5
Unit -7 Direct and Interactive Marketing	7.1 Database, Catalogue, Telemarketing, Mobile Marketing, Internet marketing.	3
Unit -8 Personal Selling	The role of personal selling in IMC, Personal Selling process	5
Unit – 9 Experiential Marketing	9.1 Events, Sponsorship, and Designing environment.	3
Unit – 10 Measuring IMC Effectiveness	Pre and post launch effectiveness, Quantitative and qualitative techniques.	4
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. Belch, G.E., Belch, M.A., and Purani, Keyoor, **Advertising and Promotion- An Integrated Marketing Communications Perspective**, Tata McGraw Hill, New Delhi.
2. David A. Aaker, Rajeev Batra and John G. Meyer. **“Advertising Management”**, New Delhi. PHI
3. Clow, K.E. and Baack, D., **Integrated Advertising, Promotion, and Marketing Communications**, Pearson, New Delhi.
4. Shah, K. and D’Souza, A., **Advertising and Promotion – An IMC Perspective**, Tata McGraw Hill, New Delhi.
5. J. Thomsas Russel and W. Ronald Lane. **“Kleppner’s Advertising Procedure”**, New Delhi, PHI.

INSTITUTE OF MANAGEMENT STUDIES			
MBA (MARKETING MANAGEMENT) BATCH 2021-23			
SEMESTER IV			
Subject Name	LEGAL & BUSINESS LAW	Subject Code	MS5A- 608
		Total Credits	03
Subject Nature: GENRIC			
Course Objective:			
<ul style="list-style-type: none"> • To acquaint students with general business law issues to help become more informed sensitive and effective business leaders. • To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively. 			
Learning Outcome:			
At the end of this course, students will be able to:			
<ol style="list-style-type: none"> 1. Provide an overview of important laws that have a bearing on the conduct of business in India 2. Examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms. 3. Understand various modes of dispute resolution in business transactions. 			
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 cases/practical problems.			
Course Contents			Class Room Contact Sessions
Unit – 1 The Contract Act, 1871	1.1 Nature and classification of contracts – Essential elements of a valid contract 1.2 Offer and Acceptance - Consideration - Capacities of Parties 1.3 Provisions relating to free consent, void agreements 1.4 Provisions relating to performance and discharge of contract 1.5 Breach of contract - Meaning and remedies		03
Unit-2 Companies act 2013	2.1 Meaning and essential features of a company, Types of companies 2.2 Formation of company, memorandum and articles of association, Prospectus 2.3 company meetings, company directors and managers concept of independent directors, duties of directors, appointment remuneration and allied matters 2.4 Single person company, company secretary duties		08

	and responsibilities 2.5 CSR guidelines and rules	
Unit – 3 Sales and Competition laws	3.1 Contract for Sale of Goods as per sales of goods act 1930 - Meaning - Essentials of a Contract of Sale - Formalities of a Contract of sale 3.2 Provisions relating to conditions and Warranties 3.3 Provisions relating to transfer of property or ownership 3.4 Provisions relating to performance of Contract of Sale - Rights of Unpaid Seller – Rules as to delivery of goods. 3.5 competition act 2002: Objectives and anti-competitive agreements 3.6 Abuse of competitive position, combination and its regulations 3.7 competition commission: composition, duties, powers and functions	08
Unit– 4 The Negotiable Instruments Act, 1881	4.1 Negotiable Instruments - Meaning, Characteristics, Types, Parties – Holder and holder in Due Course 4.2 Negotiation and Types of Endorsements 4.3 Dishonors of Negotiable Instrument - Noting and Protest 4.4 Liability of parties on Negotiable Instrument.	04
Unit –5 Investment Laws	5.1 SEBI act 1992: Objectives and salient features of securities 5.2 SEBI: composition Powers and functions 5.3 SEBI Guidelines: Pre-issue formalities, disclosure standards, legal requirements, operations of clearing 5.4 SEBI guidelines for mutual funds and venture capital	04
Unit–6 The Consumer Protection Act, 1986	6.1 Definitions of Consumer, Complainant, Goods, Service - Meaning of Consumer Dispute, Complaint - Unfair Trade Practices - Restrictive Trade Practices 6.2 Rights of Consumers 6.3 Consumer Disputes Redressal Agencies	03
Unit – 7 Miscellaneous Laws	Miscellaneous brief Outline of various laws: 7.1 Introduction to IT act 2000, Digital signature, Major cyber- crime and penalty 7.2 Meaning of patent, copyright and trademark and registration procedure, Major penalties on violation of patent, copyright and trademarks. 7.3 basic guidelines and penalties under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013	10
	TOTAL CLASSROOM CONTACT SESSIONS	45

Text Readings: Latest Editions

1. Elements of Mercantile Law by N.D. Kapoor, Sultan Chand, 32nd Edition
2. Legal Aspects of Business, Akhileshwar Pathak, Tata McGraw Hill, 4th Edition
3. Business Law, S.S.Gulshan, Excel Books, 4th Edition.
4. Business Law for Management, K.R.Bulchandani, Himalaya Publications, revised 6th Edition.

For Reference

1. Bare Acts
2. Corporate Law Advisor

Web Reference:

- 1 www.vakilno1.com
- 2 www.Indiankanoon.org
- 3 www.companylawonline.com
www.sebi.gov.in

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Batch (2021-23)			
Semester IV			
Subject Name	Rural Marketing	Subject Code	MS5D- 624
		Total Credits	03
Subject Nature: ELECTIVE			
Course Objective:			
<ul style="list-style-type: none"> The objectives of this course are to expose the students to various aspects of rural marketing as an integral part of marketing management and develop an understanding of rural marketing. 			
Learning Outcome:			
At the end of this course, students will be able to:			
<ul style="list-style-type: none"> identify the differences between rural marketing and urban marketing understand problems in rural marketing define rural marketing. 			
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 cases/practical problems.			
Course Contents			Class Room Contact Sessions
Unit – 1 Rural Marketing	1.1 Nature Definition, Scope, Importance, Challenges and Opportunities of Rural Marketing in India 1.2 Factors influencing rural marketing: Socio-cultural factors, population, occupation, literacy level, land distribution and use, development programs, infrastructure, communication media, credit availability, local requirements. 1.3 Rural Market: Size & Structure, Segmentation of Indian Rural Market 1.4 Rural & Urban Markets: A Comparative Analysis 1.5 Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.	04	
Unit–2 Rural Marketing Research	2.1 Rural Consumer Behavior 2.2 Market Research (with special reference to seeds, fertilizers, farm equipment, new techniques, agricultural outputs and other services) 2.3 Product and Service Marketing in Rural India: Rural Marketing Mix, Product planning 2.4 New product development in Rural Markets, 2.5 Brand management in Rural Market and Communication Media & message	08	

	2.6 Researching Rural Market: Sensitizing rural market, Research design- reference frame, Research approach, Diffusion of innovation,	
Unit – 3 Pricing and Promotion mix in Rural Marketing	3.1 Pricing strategy pricing policies - innovative pricing methods for rural markets 3.2 promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns. 3.3 Distribution channels: Rural Retail Channel Management	08
Unit– 4 Distribution in Rural Marketing	4.1 Distribution 4.2 Logistics Management 4.3 Problems encountered 4.4 selection of appropriate channels 4.5 New approaches to reach out rural markets	04
Unit –5 e – Rural Marketing	5.1 e – Choupal Model of ITC, 5.2 IT for Sustainable Rural Development and e – Governance in Rural Market 5.3 Application of e-Choupal Model	08
Unit–6 Rural Marketing of FMCG’s and Banking Sector	6.1 Indian FMCG industry, 6.2 characteristics of Indian FMCG sector, Challenges in the FMCG industry, 6.3 Evolution of rural banking after independence, Challenges in marketing for banking services in rural, 6.4 opportunities for banking in rural areas, marketing strategies for banking services	06
Unit – 7 Agri- Business	7.1 Concept, Nature and Types of Agriculture produce, 7.2 Marketing of Agricultural Produce and Inputs 7.3 Concept and types of Agricultural Markets, Marketing channels, Methods of Sales, Market functions 7.4 Agricultural Marketing Risk, Risks involved in marketing, Types of risks, Measures to minimize risks 7.5 Contract Marketing (Farmer – Processor linkage) 7.6 Distress sales. 7.7 Regulated markets, Cooperative Marketing & Processing Societies 7.8 Corporate Sector in Agri-Business : Cultivation, Processing & Retailing, Rural Marketing of FMCGs, Durables & Financial Service	06
	TOTAL CLASSROOM CONTACT SESSIONS	45

Text Readings:

(Latest Editions)

1. **Balaram Dogra & Karminder Ghuman**, RURAL MARKETING: CONCEPT & CASES, *Tata McGraw-Hill Publishing Company, New Delhi*, 2008
2. **A.K. Singh & S. Pandey**, RURAL MARKETING: INDIAN PERSPECTIVE, *New Age International Publishers, 2007*
3. **CSG Krishnamacharylu & Laitha Ramakrishna**, - RURAL MARKETING, Pearson Education Asia. 2009
4. Philip Kotler, MARKETING MANAGEMENT, Prentice - *Hall India Ltd. New Delhi*
5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi. 6. Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Batch (2021-23)			
Semester IV			
Subject Name	CUSTOMER RELATIONSHIP MANAGEMENT	Subject Code	MS5D-630
		Total Credits	03
Subject Nature: ELECTIVE			
Course Objective: The objective of this course is to introduce customer centric operations, process and implications of CRM.			
Learning Outcome: Upon completion of this course, students will have achieved the following: Knowledge based outcomes: An understanding of the concept of customer relationship management. An understanding of the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.			
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 Introduction	Evolution of CRM, Customer satisfaction, Customer Loyalty, Customer experience, Paradigm shift in marketing, Relationship Marketing, CRM, e-CRM Significance and benefits of CRM to different business organizations and customers.		7
Unit-2 Concepts of CRM	Concept of Customer Lifecycle, Lifecycle Stages, Customer Lifecycle Management, Customer Lifetime Value Assessment, Customer – Product Profitability Analysis. Consumer Behaviour theories and CRM		8
Unit-3 CRM Process	CRM Model, System approach to CRM, CRM process, Objectives, Customer Segmentation, Customer Database Strategy Formulation, Infrastructure Development, Designing System, Core processes, Developing People, Customer retention, Recovering lost customers, Terminating Relationships.		10
Unit – 4 Customer Experience	Concept, Level of experience Determinants of consumer experience, Benefits to organization.		7

Unit- 5 Database Management	Information Management for customer acquisition, retention, attrition, and defection, Data warehousing, Data mining.	4
Unit -6 CRM Technology	6.1 Hardware, Software, Web portals, Call Centers, IT enabled business solutions.	5
Unit -7 Measuring CRM Effectiveness	CRM Metrics – Financial and Non-financial measures. Balanced scorecard.	4
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	45

Learning Resources:

Text Reading: Latest Edition

1. Sheth, J.N., Parvatiyar, A. and Shainesh, G., “**Customer Relationship Management**”. THM.
2. Kincaid, J.W., “**Customer Relationship Management: Getting it right**”, Prentice Hall.
3. Sheth, J.N. and Parvatiyar, A., “**Handbook of Relationship Marketing**”, Sage Publication.
4. Chaturvedi, M. and Chaturvedi A., “**Customer Relationship Management – An Indian Approach**”, Excel Books.
5. Sugandhi, R.K., “**Customer Relationship Management**”, New Age International Pub.
6. Mohamed, H. P. and Sagadevan, A. “**CRM – A Step By Step Approach**”, Vikas
7. Greenberg, P., “**CRM at the speed of light**”, THM.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Batch (2021-23)			
Semester IV			
Subject Name	GREEN MARKETING	Subject Code	MS5D-632
		Total Credits	03
Subject Nature: ELECTIVE			
Course Objective:			
<ul style="list-style-type: none"> The course is designed to understand the importance of Green Marketing on consumer satisfaction and environmental safety. This course aims at understanding the concept of Green Products and Marketing. This course also revisits the factors that affect consumers' purchase decision in general. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> Define green marketing and its importance to the environment from the perspective of consumers, business and other stakeholders Analyze and discuss issues pertaining to the planning, development and implementation of green marketing strategies to enhance its positive effects on the environment Demonstrate understanding of evolving green consumer segments and how marketers are/ can respond to their needs 			
Increase the consciousness about Green Products			
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 cases/practical problems.			
Course Contents			Class Room Contact Sessions
Unit – 1	Overview of Green Marketing - Introduction, What does it mean to be green? Green – Setting New Standards for Responsible, Products, Services, Brands, Companies; Green Product, Evolution of Green Marketing. Case study : TRIPLE BOTTOM LINE		04
Unit–2	Strategic Green Marketing - Green Marketing Stakeholders, Ethics and Responsibility for Green Marketing, Green marketing planning, Incorporating green perspective into the mission statement, Integrating green mission into objectives, strategy and marketing tactics		08

	Case study : SUSTAINABLE DEVELOPMENT	
Unit - 3	The Role of Household Consumption - Influence of household on energy consumption, Consumer decision - making process, Sustainable marketing actions designed to influence pre-purchase decisions,purchase, consumption and post - purchase decisions Case study: Marketing And Business Strategy.	08
Unit- 4	Discovering value through market segmentation,target marketing and positioning Case study: Energy And Global Warming	04
Unit -5	Green Marketing Mix – Strategies to Green Marketing, Creating value with Green Marketing innovations, marketing sustainable product lines, Delivering value in retailing and distribution, diagnosing the elements of sustainable supply cycles, Internal constraints in Green Marketing pricing, Legal constraints, competitive actions.	08
Unit-6	Green Marketing Communications - Communicating sustainability, The role of the corporate spokesperson. Outreach and partnerships, Anatomy of a Corporate Campaign, A vision of the future	06
Unit – 7	Development of an integrated Green Marketing Framework - Implementationof Green Marketing Strategies, Feedback and Control, Measuring performance and taking corrective action, Green Marketing future trends, Career opportunities in the field.	06
	TOTAL CLASSROOM CONTACT SESSIONS	45

Text Readings:

(Latest Editions)

1. Green Marketing and Environmental Responsibility in ModernCorporations, Esakki and Thangasamy, IGI Global, 2017
- 2.Green Marketing Management, Robert Dahlstrom, Cengage Learning, 2010
3. Green Marketing: Challenges and Opportunities for the New MarketingAge, Jacquelyn A. Ottman, NTC Business Books, 1993
4. The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-KoehlerPublishers, 2011.
- 5.The Green Marketing Manifesto, John Grant, John Wiley and Sons, 2007

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT) 2 YEAR			
Batch 2021-23			
Semester IV			
Subject Name	DECISION MAKING SKILLS	Subject Code	MS5D-654
		Total Credits	03
Subject Nature: ELECTIVE			
Course Objective: The objective of this course is to help students to learn, acquaint them and acquire skill for all the facets of Decision Making.			
Learning Outcome: Upon completion of this course, students will be able to understand, learn and apply the skills of <i>decision making in the management</i> field.			
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. It will have Two Sections A and B. Section A shall have three theory questions out of which the candidate shall be required to answer two questions. Section A shall carry 12 marks. Section B shall contain two or more cases and shall be compulsory. Section B shall carry 36 marks.			
Course Contents			Class Room Contact Sessions
Unit -1	Introduction to Decision Making.		6
Unit-2	Case Method of Teaching and Case Analysis.		6
Unit-3	SWOC Analysis.		6
Unit- 4	Report Writing.		6
Unit -5	Holistic Decision Making in Marketing Management		6
Unit-6	Cases on Decision Making Skills.		15
TOTAL CLASSROOM CONTACT SESSIONS IN HOURS			45

Learning Resources:

Cases on Decision Making Skills available at internet, websites, books, etc.