



**MBA (Evening) Program
Department of Marketing
Faculty of Business Studies
University of Dhaka**



**Department of Marketing
Faculty of Business Studies
University of Marketing**

Established: 1st July 1974

Tenure of The Chairmen

Name	From	To
Professor Abdullah Farouk	01 July 1974	19 July 1976
Professor M.A. Quddus	20 July 1976	10 July 1980
Professor Ahmed Fakhurul Alam	11 July 1980	16 July 1983
Professor A. K. Fazlul H. Shah	17 July 1983	13 Jan. 1986
Professor Syed Rashidul Hasan	14 Jan. 1986	13 Jan. 1989
Professor Syed Abul Kalam Azad	14 Jan. 1989	13 Jan. 1992
Professor Belayet Hossain	14 Jan. 1992	13 Jan. 1995
Professor Kazi Shariful Alam	14 Jan. 1995	13 Jan. 1998
Professor A. N. M. Sayeedul H. Khan	14 Jan. 1998	13 Jan. 2001
Professor Md. Anwarul Islam	14 Jan. 2001	13 Jan. 2004
Professor Md. Moinuddin Kamal	14 Jan. 2004	13 Jan. 2007
Professor Haripada Bhattacharjee	14 Jan. 2007	30 Dec. 2010
Professor Razia Begum	01 Jan. 2011	30 Dec. 2012
Professor Zakir Hossain Bhuiyan	01 Jan. 2013	



MBA (Evening) Program
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Established: 1st January, 2002

Tenure of the Directors

Name	From	To
Professor Syed Rashidul Hasan	01 Jan 2002	31 st Dec 2003
Professor M.A. Quddus	01 Jan 2004	31 st Dec 2005
Professor Ahmed Fakhrul Alam	01 Jan 2006	31 st Dec 2007
Professor Belayet Hossain	01 Jan 2008	31 st Dec 2009
Professor Haripada Bhattacharjee	01 Jan 2010	31 st Dec 2011
Professor Syed Abul Kalam Azad	01 Jan 2012	31 st Dec 2013
Professor Sayeedul H. Khan	01 Jan 2014	

FACULTY OF BUSINESS STUDIES IN BRIEF

Commerce, as a department, was established in Dhaka University under the Faculty of Arts in the academic session, 1922-23. In 1970 the department got the elevated status of Faculty of Commerce that started functioning with two departments, namely Accounting and Management. In 1974 two other departments, Marketing and Finance, were added to meet the then job market requirements.

Faculty of Commerce was renamed Faculty of Business Studies as proposed by the Academic Council, University of Dhaka and approved by the National Parliament in 1995 through amendment of the Dhaka University Order, 1973. The hitherto known Bachelor of Commerce (B. Com) and Master of Commerce (M.Com.) degrees were renamed Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) respectively after effecting necessary revision and modification of the curricula. The adoption of a four-year BBA program replacing the three-year B.Com (Hons) degree meant to meet the international schooling requirement of 16 years (10+2+4) of regular study for graduation. After successful completion of BBA, students can get admission into one-year MBA (Regular) program.

Higher education in business (in the country) particularly during 1990s confronted a great strain in the face of escalating demand stemming from rapid population growth as well as job market demand. Also keeping in view of imparting higher education of world standard, Business Studies Faculty took bold strides in expanding number of departments and enrollments in each department, building of physical facilities and improvement of quality of education. The number of departments was increased from 4 to 6 during 2003-5 while renaming some departments and bringing corresponding changes, additions and modifications in the respective curriculum. Now in these departments (Management Studies, Accounting and Information Systems, Finance, Marketing, Banking and Management Information System,) there are more than 5000 students and 170 faculty members.

The faculty administration is governed by a committee headed by the Dean, who is elected by the members of the faculty. The faculty values and honors the performance of the students as well as the faculty members across the departments.

Dean's Honor List for MBA (Regular) Students

The MBA students who earn a CGPA of at least 3.90 on a 4-point scale are honored of being included in the Dean's Honor List.

Dean's Merit List for BBA Students

The BBA students earning a SGPA of 4.0 on a 4-point scale in any semester are included in the Dean's Merit List.

Dean's Academic Award for Teachers

For recognition of the performance of teachers, there are 4 awards for research papers/articles published in nationally or internationally recognized journals. Moreover, there are two awards for subject based fundamental text books, creative writing, critical review and research monograph published by recognized publishing companies.

DEPARTMENT OF MARKETING IN PERSPECTIVE

Established on 1st July, 1974, the Department of Marketing started its endeavor for specialized education, research and training in the field of marketing with only 3 faculty members and 49 students. Now there are about 2000 students in its BBA, MBA, MBA (Evening), M. Phil and Ph. D. programs. So far more than 5000 students passed out who are holding dignified positions in the government and prestigious national and multinational companies. Currently the department has 40 distinguished faculty members possessing outstanding academic credentials and track records who are sincere, honest and devoted to the purpose and maintain their professional integrity. Three members are now abroad for pursuing higher studies leading to Ph.D. while other five are on deputation in dignified positions outside the department.

Teaching Philosophy and Methods

The department is committed to achieving academic distinction as a center of excellence in the field of marketing. The department intends to groom and raise a skillful, conscientious and committed young work force to enable them to assume leadership in an increasingly competitive globalized environment.

For achieving these objectives the department strives to search out the latent faculties in each student to bring out the best from him/her. It tries to become a study laboratory to instill in student a perennial hunger for more and more of in-depth knowledge. The department adopts a perfect blend of formal and informal approach to learning process. In Marketing Department carefully prepared classroom lectures are followed by quizzes, exams, practical exercises and assignments, group discussions, case analysis aimed at enhancing problem solving and presentation skill and ways of assuming leadership. In addition, the department lays importance in engaging the students to participate in co-curricular and extra-curricular activities as well as to possess physical fitness and mental happiness.

Governance of the Department

The administration of the department is governed by two committees namely Academic Committee and Coordination and Development Committee headed by the Chairman. The Chairmanship rotates among the faculty members (Professors, Associate Professor and Assistant Professor) on the basis of seniority for a period of 3 years.

MBA (Evening) Program Committee

In January 2002 MBA (Evening) Program has been started aiming at developing managers and leaders of the 21st century. The program is flexible, career oriented and particularly designed to meet the needs of the professionals in various fields, viz. Business, Engineering, Social Science, Medicine and others. The administration of the program is carried out by a 5 member Program Committees headed by the Program Director. The committee members are nominated by the departmental academic committee from among the faculty members of the department for a period of two years.

ACTIVITIES AND ASSOCIATED BODIES OF THE DEPARTMENT

Academic Programs

The Department of Marketing offers five programs: BBA, MBA (Regular), MBA (Evening), M. Phil and Ph. D.

BBA, MBA (Regular) and MBA (Evening) Programs

The requirements for BBA, MBA (Regular) and MBA (Evening) programs are as follows:

Programs	Course Work (Credit Hours)	Viva/Defense (Credit Hours)	Internship/Project (Credit Hours)	Total (Credit Hours)
BBA	114	3	3	120
MBA(R)	42	3	3	48
MBA(E)	63	1.5	1.5	66

M. Phil and Ph. D Programs

The department offers M. Phil and Ph.D programs on regular basis. Master's degree holders with minimum second class/division or equivalent grade throughout the career in business administration or related field from any recognized university may apply for admission.

The two year M. Phil program requires one year course work and a year's work on research. On successful completion of the course work, students are required to write a thesis on the designated topic and defend it for the award of the degree. The program must be completed within a maximum of 3 years.

The department admits candidates with outstanding academic track records and research capability into the doctoral program to put productive efforts for enrichment of marketing education in Bangladesh. A candidate enrolled in the Ph.D program must complete the degree within a minimum of minimum of 4 years.

The graduates with brilliant academic records working in educational institutions, specialized research organizations and in public and private sectors are encouraged to apply for admission. The rules and regulations regarding admission, registration, and other related matters are prescribed by the university.

Placement Office, Internship Program and Guest Lectures

The department emphasizes application of theoretical knowledge gathered from class room lectures and texts by encouraging exposure of students to private and public sector organizations for effective business education. As such, a Placement Office was established in 2006. The functions of the office include:

- Organizing exposure visits for students to different companies and industries;
- Placing students to work as interns in various organizations;

- Arranging job fairs for the potential graduates;
- Publishing brochures, materials and documents for disseminating information among potential employers; and
- Organizing guest lectures by distinguished scholars, professionals, practitioners and business executives invited from public and private sectors.

Each student is required to undergo a mandatory Internship Program to complete the BBA, MBA and MBA (Evening) degrees. Under this program, a student is required to conduct a study on a topic in marketing or related area supervised by an assigned faculty member and submit a report for evaluation.

To enlighten students by the out-side-the-campus experience, the department organizes seminars and lectures delivered by guest speakers who are reputed personalities, practitioners and professionals from the public and private sectors.

Seminars and Workshops

Marketing Department, recognizing that a university, focuses on both teaching and research, puts much emphasis on research, seminars and workshops. So, in addition to seminars offered by M. Phil and Ph. D students, organizing seminars and workshops on current issues of marketing is a very regular phenomenon in the department.

Journals and Magazines

The “Journal of Marketing”, an annual refereed journal, is published by the Department of Marketing. The Editorial Board of the journal comprises of distinguished faculty members.

In addition, there is a magazine entitled “Applied Marketing” for publishing papers written exclusively by the faculty members of the department. Moreover, students of different batches of the department prepare wall magazines from time to time on issues of interest particularly focusing on marketing.

Library and Computer Facilities

Dhaka University has a three-storied Central Library where the students have access to texts, journals, reference books and other reading materials. Recognizing the need to have access to world knowledge by the use of information technology, the Dhaka University library has been digitized and free internet service is being provided to teachers and students alike.

Moreover, there is a Faculty Seminar Library situated in the second floor of the Faculty Administrative Building. This library also holds necessary text books, journals and periodicals and reference materials. The students cannot borrow any material from this library as this is available only to in-house use and reading.

The department has a computer center with network and internet facilities available for both faculty members and students. This center is available exclusively for the students of marketing.

Student Counseling and Guidance and Orientation Program

Dhaka University has a cell called “Students Counseling and Guidance” housed in Teacher and Student Center. The students are provided with necessary advice and counseling from this center regarding academic programs and other relevant matters as and when needed. Currently teachers in-charge responsible for providing this service exclusively to the students of marketing.

These two teachers-in charge including other members of the department organize orientation program for fresh students. All new students must participate in this program held prior to the beginning of their first semester. The orientation program acquaints the students with the academic systems, rules and regulations, educational opportunities, facilities and services available at the university, faculty and department levels.

Student Housing and International Students

The University of Dhaka is a residential university. At present there are 19 residential halls and hostels of which 15 are for male students and rest for female students. In addition, there is a hostel for foreign students. Enrollment of foreign students from Somalia, Jordan, Thailand, Iran, Lebanon and Libya in marketing was a common phenomenon at one time, but in recent years the enrollment of foreign students has declined.

Co-Curricular and Extra Curricular Activities

The Department of Marketing encourages students to interact with each other through engaging themselves in various co-curricular and extra curricular activities. Students have ample opportunity to perform such activities as there are several play grounds, gymnasium, swimming pools and, Teacher and Student Center within the campus.

Students of the department participate in events/tournaments in debating, swimming, athletics and in games such as cricket, football, volley ball, badminton, basket ball, etc. organized by Dhaka University Physical Center. Becoming champions and runners-up in such tournaments is a well-known tradition of the department.

Students organize cultural functions on different occasions, for example, orientation-cum reception ceremony for fresh students, graduation ceremony, etc. Recently a student of the department became one of the top ten “Close Up” stars awarded by the TV channel “ntv”.

The department organizes annual picnic which is a festive outing for students, teachers and staff. In addition, students of different batches also organize picnics separately. Also, the department occasionally organizes study tours for students, guided by faculty members, to visit places of historical interest at home and abroad. In the recent past students had been to Cox’s Bazar, Teknef, Saint Martin Island and some major SAARC countries.

The students are also alive to the responsibility to the society. They arrange blood donation programs from time in time and actively take part to organizing teams to provide relief items to victims of flood, cyclone and winter.

Other Logistics and Support Services

Apart from academic, administrative and library buildings, residential halls for students, housing for faculty members and employees, there is a medical center with a hospital, mosques and prayer places, schools and colleges for children, food corners, grocery & stationary shops, etc. In the campus the university provides transport services to its students, faculty members, and employees by operating its own buses including minibuses throughout the city covering major sub-urban areas as well. The tuition fees of students and all support services are highly subsidized or are provided free of cost.

Besides the common support services of the university, students of marketing (including other departments of the Faculty of Business Studies) receive certain additional facilities that include fully air-conditioned class rooms and examination halls and departmental offices. The class rooms are equipped with sound system, multimedia, overhead projectors, broadband internet network and white boards. There are also separate conference halls for teachers and students and lounges for teachers and female students. A ten-storied building for MBA program of the faculty is under way of completion soon.

Marketing Alumni Association

Marketing Alumni Association, an organization of the ex-students of the department, was established in 1996 with great enthusiasm in order to maintain and upgrade the relationship amongst ex-graduates and the existing teachers and students of the department. The association organizes grand reunion once in every two years and also arranges social and recreational functions and events from time to time. The alumni play a very vital role for the placement of the BBA and MBA students to perform their internship programs which, in many cases, turn into placement of jobs for these students.

Marketing Association of Bangladesh

Marketing Association of Bangladesh, a forum for marketing professionals, was formed in 1985 aimed at fostering professional development in the field of marketing. The association, one of the prestigious professional bodies of the country, organizes meetings, seminars, workshops and conferences on issues of the association and in the field of marketing.

**Department of Marketing
Faculty of Business Studies
MBA (Evening) Program**

Rules of the Program

Introduction

Considering the need to prepare talented, skilled and qualified managers for the various business houses and not-for-profit organizations of the country the Academic council of the University of Dhaka in its meeting on the 2nd May, 1999 accepted the proposal (Vide Resolution # 102) for starting an “MBA (Evening) Program” by the Faculty of Business Studies.

The Academic Council has decided that the MBA (Evening) Program will be of 60 credit hours and exemptions of maximum 15 credit hours may be given to B. Com. (Hons.) students. The council has agreed that this program will run on a self-financing basis and also asked the Sub-Committee of the Faculty of Business Studies to suggest the Rules of the Program and also develop the fee structure. As suggested by the council the Faculty Sub-Committee after taking opinions and suggestions of the departmental academic committees of the existing four departments of the Faculty in a meeting on the 28th September, 2000 has developed the following rules and regulations for administering the program. The rules and regulations are grouped under the following heads:

- i) Title of the Program and that of the Degree
- ii) Degree Requirements
- iii) Admission Requirements
- iv) Seat Capacity
- v) Course Selection
- vi) Duration of the Program
- vii) Academic Year & Semester
- viii) Grading System
- ix) Evaluation
- x) Waiver & Make-up
- xi) Award of Degrees
- xii) Administration
- xiii) Retake
- xiv) Withdrawal
- xv) Financial Need & Fee Structure
- xvi) Courses

i) Title of the Program and that of the Degree:

This program will be known as “MBA (Evening)” program and the students after completing all the requirements of the program will get a Master of Business Administration Degree (MBA).

ii) Degree Requirements:

This “MBA (Evening)” Program will be 60 semester-credit-hour program. On the basis of the background of individual candidates, students may either be asked to take some extra courses or allowed exemptions from taking some courses. Every student must complete an internship program of three months/project paper weighting 6 semester credit hours.

iii) Admission Requirements:

Graduates in any discipline may apply for appearing admission test to be conducted by the faculty thrice a year. Work experience of a candidate will be preferred. Admission criteria will be determined by the Program Committee of the MB A (Evening) Program at the Faculty level.

iv) Seat Capacity:

A department may admit 90 students.

v) Course Selection and Designing of Courses:

It will be the responsibility of the Departmental Academic Committees to design courses and get it approved by the Faculty and Academic Council. Make-up courses be designed by the department and offered in such a way that the students will not face any problem in taking specialized and functional courses in subsequent semesters.

vi) Duration of the Program:

A student must complete the degree within 8 years and one must take at least 2 courses in a semester in normal cases.

vii) Academic Year & Semester:

English calendar year will be the academic year for this program and this year will be divided into three semesters as stated below:

Spring Semester	: January to April	4 Months
Summer Semester	: May to August	4 "
Fall Semester	: September to December	4 "

For each course there will be two classes of 1.5 hours duration in a week. This means that there will be 30 classes including class test hours and presentations in a semester for one course.

viii) Grading System

Course teachers will be responsible for developing course outlines, setting questions and marking scripts and grading students. Course teachers will be required to submit final letter grades to the Program Director as explained below:

Numerical Marks (%)	Letter Grade	Grade Point
80 and above	A+	4.00
75 to less than 80	A	3.75
70 to less than 75	A-	3.50
65 to less than 70	B+	3.25
60 to less than 65	B	3.00
55 to less than 60	B-	2.75
50 to less than 55	C+	2.50
45 to less than 50	C	2.25
40 to less than 45	D	2.00
less than 40	F	0.00
.....	I	Incomplete
.....	W	Withdrawal

xi) Evaluation:

Students' performance in a course will be evaluated as stated below:

Particulars	Percentage
Class Attendance	10%
Mid-term Test (Two)	30%
Quize and Class Test	10%
Term Paper & Presentation/Assignment	10%
Final Examination	40%
Total	100%

Academic Calendar will be designed by the Departmental Academic Committee.

x) Waiver & Make-up:

Students with M. Com. and 4-year B. B. A (Hons.) degrees will get an exemption of 24 credit hours. But B. Com. (Pass) & other graduates may be required to take maximum of 10 make-up courses to meet the deficiency. Departmental Program Committee will decide course-exemption and make-up courses on case to case basis.

xi) Award of Degrees:

The University of Dhaka will award degrees on the recommendation of the Departmental Academic Committee. Students completing the required courses with a minimum CGPA of 2.50 will be eligible for a diploma. But none will get a degree with an 'F' grade in any course.

xii) Administration:

In each department, there will be a 5-member MBA (Evening) Program Committee including the Chairperson of the Department and the Program Director. The Program Director will preside over all the meetings of MBA (E) Program Committee. In the absence of the Program Director, senior most member of the committee will act as the Program Director. The departmental academic committee will form the MBA (E) Program Commottee as per following guidlines:

- a) Program Director: Directorship will be rotated from among Profresor & Assistant Professor of the Department according to seniorty.
- b) Membership: Membership will also rotete upto the level of Assistant Professors as per seniory. (If a director or member of the committee fails to complete his/her two years term because of authourized levea of absense, the Academic Committee of the Department may consider his/her case to complete the full tenure.

The term for the MBA (Evening) Program Committee will be for a period of two years. The Committee will known as MBA (Evening) Program Committee. The Departmental Academic Committee will be responsible for:

- a) Admission of students.
- b) Allocation of courses to be offered in each semester.
- c) Ensuring logistic support

The MBA (Evening) Program Committee will act as per rules & guidelines framed by the faculty. The MBA (Evening) Program Committee will generally perform the following functions:

- a) Overall coordination of the program;

- b) Assignment of duties and responsibilities to each member of the Committee;
- c) Selection of course to be offered in each semester;
- d) Conduct of examination;
- e) Provisional publication of results;
- f) Checking course outlines;
- g) Administration of the evaluation of forms for teachers as designed by the department;
- h) Any other task assigned by the departmental academic committee;
- i) Preparation of budgets and maintenance of accounts;
- j) Making arrangement for the audit of the accounts;
- k) Making arrangement for the audit of accounts;
- l) Submission of periodical reports to the departmental Academic Committee.
- m) Any other task assigned by the Departmental Academic Committee.

xiii) Retake (R):

A student earning F grade in a course shall be required to improve the grade by retaking the course on payment of requisite fees offered in the subsequent available semester. A student earning a grade of A- or worse may also elect to improve the grade by retaking the course when available in the next semester on payment of retaking course fees. However, a candidate can not retake any course after graduation. In this case the concerned student shall have to apply to withhold his/her graduation to the Program Committee.

In the above situations the transcripts will show credit, grade and R (Retake) against the retaking course. Students will be allowed to retake a course only once. In order to retake a course the student must apply to the Program Committee at least 4 weeks before the commencement of the semester. Any application for retaking a course will automatically lead to cancellation of his/her earlier grade.

xiv) Withdrawal:

Withdrawal from the program for a definite period of time may be considered if permission is sought from MBA (Evening) Program Committee keeping his/her earlier semester grades intact.

xv) Financial Need and that of the fee Structure:

As the University has decided to offer this course on a self-finance basis, the entire cost of administering the program must be contributed by students. Moreover, under the prevailing circumstances in the country tuition fees cannot be changed frequently. Therefore, it is necessary to create a fund for meeting expenses during exceptional situations. Thus it is agreed to collect fees at the following rates:

Registration fees	: Tk.	10,000.00	once
Semester fees	: Tk.	5,000.00	each semester
Course fees	: Tk.	3,500.00	per credit hour
Computer fees	: Tk.	5,000.00	One

xv) Cancellation of admission to the MBA (Evening) Program:

As per existing University rule, no refund of any fees deposited by the students on admission, will

be made on cancellation of admission to the program.

xvi) Class size:

Minimum 15, Maximum: 40

MBA (Evening) Program Offers the Following Course

Prerequisite Courses			
Course No.	Course Title	Course No.	Course Title
501	Introduction to Business	507	Business Mathematics
502	Principles of Marketing	508	Business Statistics
503	Economics	509	Business Communication
504	Principles of Management	510	Business Environment
505	Principles of Accounting	511	Organizational Behavior
506	Financial Management	512	Human Resource Management

Compulsory Courses			
Course No.	Course Title	Course No.	Course Title
520	International Economics	524	Consumer Behavior
521	Marketing Management	525	Integrated Marketing Communication
522	Strategic Marketing Management	526	Global Marketing
523	Marketing Research		

Specialized Courses (any four)*			
Course No.	Course Title	Course No.	Course Title
527	Business Marketing	534	E-Marketing
528	Service Marketing	535	Selling and Sales Management
529	Marketing for Nonprofit Organizations	536	Agricultural Marketing
530	Supply Chain Management	537	Retail Management
531	Customer Relationship Management	538	Tourism and Hospitality Marketing
532	Product Planning and Development	539	Bank Marketing
533	Brand Management	540	Entrepreneurship Development

*To be taken after completing the compulsory courses.

Prerequisite Courses

Course No. MKT- 501 (Introduction to Business)

The Business Enterprise Foundation of Business and Economics, Form of Business Ownership, Entrepreneurship, Franchising and Small Business.

The Environment for Business Social Responsibility and Business Ethics, Business Law and Government, International Business.

Management and Organization Fundamentals of Management, Organizing the Business. Managing Production and Operations.

Human Resources Human Relations and Motivation, Managing Human Resources. Labor Management Relations.

Marketing Marketing Strategy, Product and Price, Distribution, Production.

Financial Management Money and Banking, Financial Management, Investment and Personal Finance, Risk Management and Insurance.

Accounting and Information Systems Accounting Fundamentals, Computers and Management Information Systems.

Text Book: Introduction to Business, Steven J. Skinner and John M. Ivanceich. Irwin Homeword IL.

Course No. MKT- 502 (Principles of Marketing)

Understanding Marketing and the Marketing Process

Marketing: Managing Profitable Customer Relationship What is Marketing, Marketing Management, Customer Relationship Management, Marketing Challenges in the New, "Connected" Millennium.

Developing Marketing Opportunities and Strategies

The Marketing Environment The Company's Microenvironment, The Company's Macroenvironment, Responding to the Marketing Environment.

Managing Marketing Information Assessing Marketing Information Needs, Developing Marketing Information, Analyzing Marketing Information, Distribution and Using Marketing Information, Other Marketing Information Considerations.

Consumer Markets and Consumer Buyer Behavior Model of Consumer Behavior, Characteristics Affecting Consume Behavior, Types of Buying-DecisionBehavior,The Buyer Decision Process for New Products.

Business Markets and Business Buyer Behavior Business Markets, Business Buyer Behavior, Institutional and Government Markets.

Segmentation, Targeting and Positioning: Building the Right Relationships with the Right Customers Market Segmentation, Target Marketing, Positioning for Competitive Advantage.

Product, Services, What is a Product. Product and Service Decisions, Services Marketing. Additional Product Considerations.

Pricing Considerations and Approaches What is a Price? Factors to Consider When Setting Prices, General Pricing Approaches.

Marketing Channels and Supply Chain Management Supply Chains and the Value Delivery Network, The Nature and Importance of Marketing Channels, Channel Behavior and Organization, Channel Design Decisions, Channel Management Decision, Public Policy and Distribution Decision, Marketing Logistics and Supply Chain.

Retailing and Wholesaling Retailing, Wholesaling.

Integrated Marketing Communication Strategy The Marketing Communications Mix, Integrated Marketing Communications, A View of the Communications Process, Steps in Developing Effective Communication, Setting the Total Promotion Budget and Mix, Socially Responsible Marketing Communication.

Text Book: Principles of Marketing, Philip Kotler & Gary Armstrong, Prentice Hall, Inc.

Course No. 503 (Economics)

Introduction: Definition, Scope, Importance and Subject Matter of Economics - Scarcity & Efficiency: The Twin Themes of Economics- The Three Problems of Economic Organization - Market and Government in a Modern Economy.

Analysis of Demand and Supply: Supply and Demand in Individual Market, Elasticity of Demand-Utility Concept- Marginal Utility and Equi-Marginal Utility-Consumer Surplus & Consumer's Equilibrium.

Factors of Production, Wages, Rents and Profits: Laws of Return, Economies of Scale. Optimum Scale - Theory of Rent -Theory of Wages-Theory of Population.

Market and Market Structures: Classification of Markets - Perfect and Imperfect Markets -Monopoly, Oligopoly and Monopolistic Competition - Pricing Under Perfect Competition.

National Income and Output: Measuring National Income - Consumption, Saving and Investment - The Multiplier- Money and Commercial Banking - Central Banking and Monetary Policy.

Text Book: Economics, Paul A. Samuelson & William D. Nordhaus, McGraw Hill, New York (Seventh Edition).

Course No. MKT- 504 (Principles of Management)

Introduction of Management Definition of Management-Nature, Purpose and Principles of Management-Need for Organizations and Managers-Managerial Responsibility-Type of

Managers-Management Process-Skills-Managerial Role-Concept of Productivity, Effectiveness and Efficiency-Managerial and Organizational Performance.

Environment Internal and External Environment of Organizations-Components of External Environment-Elements of Direct Action Environment-Elements of Indirect Action Environment International Environment-Managing Environment.

Planning Nature of Planning -Types of Planning-Steps in Planning-Tools and Techniques for Planning-The Planning Process.

Objectives Nature of Objects-Management by Objectives (MBO)-The Process of MBO-Setting Objectives-Benefits and Weakness of MBO.

Decision Making Decision Making Process-Problem and Opportunity Finding-Nature of Managerial Decision Making-Other Factors in Decision Making-Decision Support Systems.

Organizing Organizational Structure -Division of Works-Span of Management Departmentation-Line and Staff-Delegation of Authority-Centralization and Decentralization Coordination-Committee and Group Decision Making.

Leading Human Factors in Managing -Relevant Theories-Creativity and Innovation-Motivation - Leadership.

Controlling Meaning and Importance of Control-Types of Control Methods-Control Process Requirements of Effective Controls-Information Systems and Control.

Text Book: Management, James A F Stonner and R Edward Freeman, Prentice Hall of India Private Limited, New Delhi.

Course No. MKT- 505 (Principles of Accounting)

Introduction Definition and Terms of Accounting-The Accounting Process-Accounting Information-Accounting Systems-Financial Accounting Information-Basic Function of Accounting Systems-Designing and Installing Accounting System-Users of Accounting Information-External Financial Reporting.

Management Accounting Information-Internal Users of Accounting Information-Objectives of Management Accounting-Integrity of Accounting Information-Institutional Features Professional Organizations-Ethical Issues in Accounting.

Basic Financial Statements The Accounting Equation-The effects of Business Transactions on the Equation-Income Statement-Statement of Cash Flow.

The Accounting Cycle-The Ledger-The Use of Accounts-Debit and Credit Entries-Recording Transactions in Ledger Accounts.

The Journal Net Income-Retained Earnings-Revenues-Expenses-The Accrual Basis of Accounting-Dividends-Recording Revenues and Expenses-The Trial Balance.

Reporting Financial Results Adjusting Entries-Converting Assets to Expenses-The Concept of Depreciation-Converting Liabilities to Revenue-Accruals -Final Adjusting Entries -Adjusting Entries and Accounting Principles.

Preparing Financial Statements Closing Temporary Accounts-Summary of the Closing Process-After Closing Trial Balance-The Worksheet.

Accounting for Merchandising Activities-Income Statement of a Merchandising Company General Ledger Accounts-Perpetual Inventory Systems-Periodic Inventory Systems.

Modifying an Accounting System-Transactions Relating to Purchases-Transactions Relating to Sales-Evaluating the Performance of Merchandising.

Inventories and the Cost of Goods Sold Flow of Inventory Costs-Physical Inventories -FIFO-LIFO-Liquidity of Inventory.

Text Book: Financial Accounting, Meigs, Williams, Haka and Beltner, McGraw Hill Inc.

MKT 506 (Financial Management)

Foundations of Financial Management Definition and Role of Financial Management, Areas of Financial Management, Profit Maximization vs Value Creation, Agency Problems, Functions of Treasurer and Controller, Business Environment, Tax Environment and Financial Environment.

Time Value of Money Present Value and Future Value of Single Amounts, Annuities and Mixed Cash Flows, Semiannual and other Compounding Periods, Continuous Compounding. Effective Annual Interest Rate, Amortizing a loan.

Short Term Financing Spontaneous Financing, Negotiated Financing, Factoring Accounts Receivable, Composition of Short-term Financing.

Intermediate Term Financing Meaning of Intermediate Term Financing, Term Loans. Provisions of Loan Agreements, Equipment Financing, Lease Financing, Lvaluation: Lease Financing in Relation to Debt Financing, Accounting Treatment of Leases.

Long -Term Financing and their Valuation Features of Bonds and Stocks, Dual-Class Common Stock, Bond and Stock Valuation, Yield to Maturity.

Risk and Return Defining Risk and Return, Probability Distribution to Measure Risk, Risk and Return in a Portfolio Context, Diversification, Capital-Asset Pricing Model and Arbitrage Pricing Theory.

Working Capital Management Working Capital Issues, Financing Current Assets, Combining Liability Structure and Current Asset, Cash and Marketable Securities, Motives of Holding Cash, Slowing Down Cash Payouts, Credit and Collection Policies, Analyzing the Credit Applicant, Inventory Management and Control.

Capital Budgeting and Estimating Cash Flows Capital Budgeting Process, Generating Investment Project Proposals, Calculating the Incremental Cash Flows, Decisions Related to Asset Expansion and Asset Replacement.

Capita Budgeting Techniques Capital Evaluation Techniques: Payback Period, Internal Rate of Return, Net Present Value, Profitability Index, Multiple Internal Rate of Return, Capital Rationing.

Cost of Capital Cost of Debt. Preferred Stock-Common Stock, Components of Cost of Capital. Dividend Discount Model and CAPM Approach, WACC and Risk Adjusted Discount Rate Approach.

Operating and Financial Leverage Meaning of Leverage, Operating Leverage and Financial Leverage, Degree of Operating leverage (DOL) and the Break-Even Point, EBIT-EPS Break Even Analysis, DFL and Financial Risk, Degree of Total Leverage (DTL) and Total Firm Risk.

Capital Structure Determination Net Operating Income Approach, Traditional Approach, The Total

Value Principle, Market Imperfections and Incentive Issues, The Effect of Taxes.

Dividend Policy Passive vs Active Dividend Policies, Factors Influencing Dividend Policy, Dividend Stability, Stock Dividends and Stock Splits, Stock Repurchase, Dividend Reinvestment Plans.

Financial Statement Analysis Balance Sheet and Income Statement Information, Liquidity Ratio, Debt Ratio, Coverage Ratio, Activity Ratio, Profitability Ratio, Financial Statement Items as Percentages of Totals and Indexes.

Financial Planning and Cash-Flow Analysis Flow of Funds Statement, Accounting Statement of Cash Flows, Cash Flow Forecasting, Range of Cash-Flow Estimates, Forecasting Financial Statements.

Text Book: Fundamentals of Financial Management, James C. Van Horne & John M. Wachowicz

Course No. MKT- 507 (Business Mathematics)

Introduction Importance of Business Mathematics in Marketing. **Linear Equations**

Co-Ordinate Geometry: Introduction, Cartesian Co-ordinate System, Distance Between two Points.

The Straight Line: Equations and Graphs of Straight Lines, Meaning of Equation & Slope. Equation of Line Parallel to the Axes, Slope of a Line, Intercepts, Equation of the Line in the Slope Form, Equation of the Line in the Intercept Form, Equation of the Line Through a Given Point, Equation of the Line Through Two Given Points.

Trigonometry Introduction, Definitions, Measurement of Angles, Trigonometric Ratios and Functions. Relations Between Trigonometric Functions, Relations Between the Three System u of Measurements, Transformation of Products and Sums, To Prove That the Number of Radians in an Angle Subtended by an Arc of a Circle at the Centre is Equal to Arc/Radius, Properties of Triangles, Solutions of Triangle.

Set Theory Theory of Sets, elements, Methods of Describing a Set, Type (Null and Universal) Operations of Sets, Union and Intersection of Sets, Complement of a Set, Power Set, Algebra of Sets, Difference of Two Sets, Partition of a Set, Number of Elements in a Finite Set, Set Relations, Related Problems and Applications of Set Theory.

Real Number System and Mathematical Introduction Number System, The Natural Numbers. The Integers, Prime Numbers, Rational Numbers and Irrational Numbers Real Numbers. Properties of Rational and Real Numbers, Imaginary and Complex Numbers, Principles of Mathematical Induction.

Indices and Surds Definition of Indices, Laws of Indices-Positive and Fractional Indices Operation with Power Functions, Definition of Surds, Similar Surds, Operations on Surd. Root of Mixed Surd.

Permutations and Combinations Meaning, Related Theorems and Applications.

Binomial Theorem Meaning, Statement of the Binomial Theorem, Position of Terms Binomial Coefficients, Binomial Theorem of any Index, Applications.

Natural and Common Logarithms Definitions, Rules and Use of Log and Antilog Applications.

Solution of Equations Quadratic Equation, Simultaneous Equation, System of Linear Equation.

System of Linear Inequalities, Applications to Business. **Arithmetic and Geometric Progression**

Differential Calculus Functions, Limits & Continuity, Concept of Derivative, Rules of Operations, Maxima & Minima, Applications to Business.

Integral Calculus Integration Area determination, Integrals of Logarithmic Functions, Definite Integral, Applications.

Matrices and Determinants Meaning, Types of Matrices, Addition, Subtraction and Multiplication of Matrices, Matrix operations, Properties of Matrix, Determinants of Square Matrix, Determinant of order (one, two, three, four), Identity and Inverse of a Matrix, Rank: of Matrix, Problems and Applications, Application of Mathematics in Business.

Text Book: Mathematics with Application in Management and Economics, Bowen E. K, Richard D. Irwin, Inc.

Course No. MKT- 508 (Business Statistics)
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Introduction Meaning of Statistics, Users of Statistics, History, Subdivisions within Statistics, Population, Sample, Statistic, Parameter

Grouping and Displaying Data to Convey Meaning: Table and Graphs Data Arranging., Examples of Raw Data, Arranging Data Using the Data Array and the Frequency Distribution, Constructing a Frequency Distribution, Graphing Frequency Distributions **Measures of Central Tendency and Dispersion in Frequency Distributions** Summary Statistics, A Measure of Central Tendency: The Arithmetic Mean, The Weighted Mean, The Geometric Mean, The Median. A Final Measure of Central Tendency: The Mode, Dispersion: Why it is Important. Ranges: Useful Measures of Dispersion. Dispersion: Average Deviation Measures, Relative Dispersion: The Coefficient of Variation.

Probability: Introductory Ideas Probability: The Study of Odds and Ends, Basic Terminology in Probability, Three Types of Probability. Probability Rules, Probabilities under Conditions of Statistical Independence, Probabilities under Conditions of Statistical Dependence, Revising Prior Estimates of Probabilities: Bayes' Theorem.

Probability Distributions Meaning of Probability Distribution, Random Variables, Use of Expected Value in Decision Making, The Binomial Distribution, The Normal Distribution: A Distribution of a Continuous Random Variable, Choosing the Correct Probability Distribution.

Estimation Introduction, Point Estimates, Interval Estimates: Basic Concepts, Interval Estimates and Confidence Intervals, Calculating Interval Estimates of the Mean from Large Samples, Interval Estimates Using the I Distribution, Determining the Sample Size in Estimation.

Testing Hypotheses: One Sample Tests: Introduction, Concepts Basic to the Hypothesis Testing Procedure, Testing Hypotheses, Hypothesis Testing of Means When the Population Standard Deviation is Known, Measuring the Power of a Hypothesis Test, Hypothesis Testing of Proportions: Large Samples, Hypothesis Testing Means When the Population Standard Deviation is not known.

Testing Hypothesis: Two-Sample Tests Hypothesis Testing for Differences between Means and Proportions, Test for Differences between Means: Large Sample Sizes, Tests for Differences between Means: Small Sample Sizes, Testing Differences between Means with Dependent Samples, Tests for Differences between Proportions: Large Sample Sizes.

Chi-Square and Analysis of Variance Introduction, Chi-Square as a Test of Independence. Chi-Square as a Test of Goodness of Fit: Testing the Appropriateness of a Distribution, Analysis of Variance, Inferences about a Population Variance, Inferences about Two Population Variance.

Regression and Correlation Introduction, Estimation Using the Regression Line, Correlation Analysis, Making Inferences about Population Parameters, Using Regression and Correlation Analyses: Limitations, Errors, and Caveats.

Time Series and Forecasting Introduction, Variance in Time Series, Trend Analysis, Cyclical Variation, Seasonal Variation, Irregular Variation, A Problem Involving All Four Components of a Time Series, Time Series Analysis in Forecasting.

Index Numbers Defining an Index Number, Unweighted Aggregates Index, Weighted Aggregates Index, Average of Relatives Methods, Quantity and Value Indices, Issues in Construction and Using Index Number.

Text Book: Statistics for Management, Richard L Levin and David S. Rubin, Prentice Hall. Upper Saddle River.

Course No. MKT- 509 (Business Communication)

Communication Overview Definition and Significance of Communication, Communication System/Model, Different Perspective of Organizational Communication, Media of Communication, Use of Communication by Management, Barriers to Effective Communication.

Fundamentals of Business Writings Written Communication Techniques; Writing Plan. Implementing the Plan, Principles of Effective Writing, Techniques for Effective Writing, Readability Checks.

Pattern of Business Letters Directness in Initiating Routine Letters, Answering Routine Letters. Indirectness for Bad News and Persuasion, Memorandums.

Applications to Specific Letter Situations Persuasion in Sales Writing; Pattern Variations in Collections, Strategy in Job Application.

Fundamentals of Report Writing Basic of Report Writing, Report Structure, the Shorter Form, Long Formal Reports.

Standards and Physical Aspects of Communication Graphic Aids to Communication. Physical Presentation of Reports & Letters. Correctness of Communication.

Other Forms of Business Communication Public Speaking and Effective Presentation Skills. Listening as a Communication Tool, Communication in Groups. Seminars Symposia and Formal Meetings, Designing and Conducting a Training Program.

Text Book: Basic Business Communication, Raymond V. Lesiker, Irwin.

Course No. MKT- 510 (Business Environment)

Business Environment Natural Environment and Its Relation to Business, Significance of

Environmental Study Micro and Macro Environment, How to Monitor Environmental Issues and Trends, Managing the Environment.

Cultural and Social Environment Culture, Components of Culture, Influence of Culture on Business, Sub-culture Social Forces and Institutions.

Demographic Environment Demographic Patterns and Variables and their Impact on Business.

Economic Environment Economic Trends and Issues, Micro and Macro Economic Factors Influences Business.

Technological Environment Technological Development and Its Impact on Business.

Political Environment Political Consideration in Assessing Business, Structure of the Government, Political Risks of Global Business.

Legal Environment Various Aspects of Law as Related to Business e.g. Contract, Sales of Goods. Negotiable Instruments, Partnership and Labor, Existing Rules and Regulations Related to Business in Bangladesh.

Economic integration and lowering of trade barriers as a result of continued globalization have opened doors of opportunities for companies into overseas market on one hand and also posed threats and challenges on the other.

Marketers can expand into the overseas market as revenues can be generated through subsidiaries, branch offices which, in turn, will leave. On the country, consumers spend put for greater attention to price and quality rather than to country of origin greater selection choice of consumers.

Companies can no longer hide behind the protective barriers of their countries and will face more competition due to the greater selection in the marketplace.

Again stiffer competition will force companies to gain competitive advantage. Companies entering these changing markets will be forced to change the ways in which they do business which, in turn, will require abundance of trained human capital to combat such competition.

Course No. MKT-511 (Organizational Behavior)

Fundamentals of Organizational Behavior The Dynamics of People and Organizations, Models of Organizational Behavior, Managing Communication, Social Systems and Organizational Culture.

Motivation and Reward Systems Motivations, Appraising and Rewarding Performance.

Leadership and Empowerment Leadership, Empowerment and Participation.

Individual and Interpersonal Behavior Employee Attitudes and Their Effects, Issues Between Organizations and Individuals, Interpersonal Behavior.

Group Behavior Informal and Formal Groups, Team and Team Building.

Changes and Its Effects **Managing Change, Stress and counseling.**

Emerging Aspects of Organizational Behavior Organizational Behavior Across Cultures.

Text Book: Organizational Behavior, John W. Newstrom and Keith Davis, McGraw-Hill

Course No. MKT- 512 (Human Resource Management)

The Context of the Practice of HRM Fundamentals of Human Resource Management, Human Resources Management in a Changing Environment, Understanding Equal Employment Opportunity, Motivating Employees and Designing Jobs.

Staffing the Organization Employment Planning and Job Analysis, Recruiting and the Foundations of Selection, Effective Selection Devices.

Training and Development Socializing, Orienting, and Developing Employees, Managing Careers.

Appraisal and Pay Systems Evaluating Employee Performance, Establishing Rewards and Pay Plans, Employee Benefits.

Creating a Productive, Safe, and Fair Workplace Employee Rights, Safety and Health Programs, Effective HRM Communications, Labor Relations and Collective Bargaining.

Text Book: Human Resource Management –Decenzo Robbins

Compulsory Courses

Course No. MKt-520 (International Economics)

Pure Theories of International Trade The principles of Absolute Cost and comparative Cost Advantage, Production Possibilities Curve with Constant Costs, Increasing Opportunity Cost, Factor Proportion, Trade and Factor Efficiency, Decreasing Costs, Gain from International Trade.

The Effects of Tariff on Consumers and Producers Arguments for and Against protection. The Infant-Industry Argument, non-Economic Arguments, Justification of Imposing Protection in Bangladesh

Economic Intergration Various types of Economic Integration/Multinational Organization (MNOs), Causes and Effects of Economic Integration, International Cartels. International Economic Cooperation and Trade Agreements.

Balance of Payments Causes and Remedies of Disequilibrium in B/P, Economic Development and Balance of Payments, Causes of Unfavorable Balance of Payments and their Remedies.

Terms of Trade Meaning and Different Terms of Trade-Factors Influencing Terms of Trade-Measures to Improve Terms of Trade.

Exchange Control Objectives of Exchange Control, Methods of Exchange Control, Merits and Demerits of Exchange Control.

Devaluation Merits, Demerits and International Obligations, Limitations of Devaluation as a Measure to Increase Exports.

Foreign Capital and Economic Development Need for Foreign Aid/Dangers in Accepting Foreign Aid how to Reduce Dependence on Foreign Aid-Aid or Trade.

Globalization Definition, Dimensions of Globalization, Probable Dangers of Globalization Particularly in the Least Developed Countries, Role of Government, Impact of Globalization on Industrialization Process in Bangladesh.

Text Book: International Economics, Kindleberger, Charles P.

Book Recommended:

1. International Economy, Elsworth, P. T.
2. Foreign Trade, Griffin, C.E.

Course No. MKT- 521 (Marketing Management)

Defining Marketing for the twenty-first Century The New Economy, Marketing Tasks, Marketing Concepts and Tools, Company Orientations Toward the Marketplace, How Business and Marketing Are Changing.

Adapting Marketing to the New Economy The Major Drivers of the New Economy, How Business Practices Are Changing, How Marketing Practices Are Changing: E-Business, How Marketing Practices Are Changing: Setting Up Web Sites, How Marketing Practices Are Changing: Customer Relationship Marketing.

Building Customer Satisfaction, Value and Retention Defining Customer Value and Satisfaction, The Nature of High-Performance Businesses, Delivering Customer Value and Satisfaction Attracting and Retaining Customers, Customer Profitability, Company Profitability, and Total Quality Management.

Winning Markets Through Market-Oriented Strategic Planning Strategic Planning: Three Key Areas and Four Organizational Levels, Corporate and Division Strategic Planning, Business Unit Strategic Planning, The Marketing Process, Product Planning: The Nature and Contents of a Marketing Plan.

Dealing with the Competition The Components of a Modern Marketing Information System, Internal Records System, The Marketing Intelligence System, Marketing Research System, Marketing Decision Support System.

Identifying Market Segments and Selecting Target Markets Levels and Patterns of Market Segmentation, Segmenting Consumer and Business Marketing, Market Targeting.

Positioning and Differentiating the Market Offering Through the Product Life Cycle Developing and Communicating a Positioning Strategy, Adding Further Differentiation, Differentiation Tools, Product Life-Cycle Marketing Strategies.

Developing New Market Offerings Challenges in New-Product Development, Organizational Arrangements, Managing the Development Process: Ideas, Managing the Development Process: Concept to Strategy, Managing the Development Process: Development to Commercialization.

Setting the Product and Branding Strategy The Product and the Product Mix, Product-Line Decision, Brand Decisions, Packaging and Labeling.

Developing Price Strategies and Program Setting the Price, Adapting the Price, Initiating and Responding to Price Changes.

Designing and Managing Value Networks and Marketing Channels What is Value Network and Marketing-Channel System, Channel Design Decision, Channel-Management Decisions, Channel Dynamics.

Text Book: Marketing Management, Philip Kotler, Prentice-Hall Inc.

Course No. MKT- 522 (Strategic Marketing)
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Market-Driven Strategy Market-Driven Strategy, Becoming Market Oriented, Distinctive Capabilities, Creating Value for Customers, Becoming Market Driven.

Business and Marketing Strategies Corporate Strategy, Business and Marketing Strategy, Marketing Strategy Process., Internet Strategy, Preparing the Marketing Plan.

Situation Analysis

Market Vision, Structure, and Analysis Markets and Strategies, Mapping Product-Markets, Describing and Analyzing End-Users, Analyzing Competition, Developing a Strategic Vision About

the Future, Market Size Estimation.

Continuos Learning About Markets Market Orientation and Organizational Learning, Marketing Research Information, Information Systems, Marketing Intelligence Systems and Knowledge Management, Issue in Collecting and Using Information.

Market Targeting and Strategic Positioning Market Targeting Strategy, Targeting in Different Market Environment, Positioning Strategy Developing the Positioning Strategy, Determining Positioning Effectiveness.

Relationship Strategies The Rational for Interorganizational Relationships, Types of Organizational Relationship, Developing Effective Relationships between Organizations, Global Relationship Among Organizations.

Marketing Strategy Implementation and Control The Marketing Plan, Implementing the Plan, Strategic Evaluation and Control, Performance Criteria and Information Needs, Performance Assessment and Action.

Text Book: Strategic Marketing, David W. Cravens & Nigel F. Piercy, McGraw Hill Irwin.

Course No. MKT- 523 (Marketing Research)

Introduction to Marketing Research The Nature of Marketing Research, A Classification of Marketing Research, The Role of Marketing Research in MIS and DSS, Marketing Research Suppliers, Selecting a Research Supplier, Marketing Research Process.

Defining the Marketing Research Problem and Developing on Approach The Process of Defining the Problem, Developing an Approach to the Problem, Environmental Context of the Problem, Management Decision Problem and Marketing Research Problem, Defining the Marketing Research Problem, Components of the Approach.

Research Design Exploratory, Descriptive and Causal Research; Relationships among Exploratory, Descriptive, and Causal Research; Potential Sources of Error, Budgeting and Scheduling the Project, Marketing Research Proposal.

Exploratory Research Design Secondary Data Primary Versus Secondary Data, Criteria for Evaluating Secondary Data, Classification of Secondary Data, Qualitative Research: Rationale for Using Qualitative Research, A Classification of Qualitative Research Procedures, Focus Group Interviews, Depth Interviews, Projective Techniques.

Descriptive Research Design: Survey and Observation Survey Methods: Telephone, Personal and Mail Methods; A Comparative Evaluation of Survey Methods, Selection of Survey Method(s), Observation Methods: Observation Methods Classified by Mode of Administration, A Comparative Evaluation of Observation Methods, A Comparison of Survey and Observation Methods.

Causal Research Design: Experimentation Concept of Causality, Conditions for Causality, Validity in Experimentation, Extraneous Variables, Controlling Extraneous Variables, A Classification of Experimental Designs: Pre-Experimental Designs, True Experimental Designs, Quasi-Experimental Designs, Statistical Designs; Laboratory versus Field Experiments, Limitations of Experimentation.

Measurement and Scaling Comparative Scaling: Measurement and Scaling, Primary Scales of Measurement, Comparative Scaling Techniques and Verbal Protocols, Noncomparative Scaling Techniques: Continuous Rating Scale, Itemized Rating Scale, Noncomparative Itemized Rating Scale Decisions, Multi-item Scales, Scale Evaluation: Measurement Accuracy, Reliability and Validity; Relationship between Reliability and Validity, Generalizability and Choosing a Scaling Technique.

Questionnaire and Form Design Questionnaire Design Process: Overcoming Inability to Answer, Overcoming Unwillingness to Answer, Choosing Question Structure, Choosing Question Wording, Determining the Order of Questions; Form and Layout, Reproduction of the Questionnaire, Pretesting; and Observational Forms.

Sampling: Design and Procedures: The Sampling Design Process, A Classification of Sampling Techniques, Nonprobability Sampling Techniques and Probability Sampling Techniques, Choosing Nonprobability versus Probability Sampling, Uses of Nonprobability and Probability Sampling, Final and Initial Sample Size Determination: The Sampling Distribution, Statistical Approach to Determining Sample Size, The Confidence Interval Approach, Multiple Characteristics and Parameters, Adjusting the Statistically Determined Sample Size.

Field Work The Nature of Field Work, Field Work and Data Collection Process, Selecting Fields Workers, Training Fields Workers, Supervising Fields Workers, Validating Fields Work, and Evaluating Field Workers.

Data Preparation The Data Preparation Process, Questionnaire Checking, Editing, Coding Transcribing, Data Cleaning, Statistically Adjusting the Data, Selecting a Data Analysis Strategy.

Analysis Frequency Distribution, Cross Tabulation and Hypothesis Testing Statistics Associated with Frequency Distribution, Introduction to Hypothesis Testing, A General Procedure for Hypothesis Testing, Statistics Associated with Cross-tabulation, Cross-Tabulation in Practice, Hypothesis Testing Related to Differences, Parametric and Non-Parametric Tests.

Analysis of Variance and Covariance Relationship among Techniques, One-Way Analysis of Variance (ANOVA), Statistics Associated with One-Way ANOVA, Conducting One-Way ANOVA, Illustrative Applications of One-Way ANOVA, Assumptions in ANOVA, Analysis of Covariance ANCOVA, Issues in Interpretation, Repeated Measures ANOVA, Nonmetric Analysis of Variance, Multivariate Analysis of Variance.

Correlation and Regression Product Moment Correlation, Partial Correlation, Nonmetric Correlation, Regression Analysis, Bivariate Regression.

Introduction to Multivariate Analysis Multiple Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Multidimensional Scaling and Conjoint Analysis.

Report Preparation and Presentation Importance of the Report and Presentation, The Report Preparation and Presentation Process, Oral Presentation, Reading the Research Report, Research Follow-up.

International Marketing Research Marketing Research in International Context, A Framework for International Marketing Research.

Ethics in Marketing Research Importance of Ethics in Marketing Research, Stakeholders in Marketing Research, Guidelines for Ethical Decision Making, An Ethical Framework, Ethics and the Marketing Research, Process.

Selected Cases As Determined by the Instructor.

Text Books: Marketing Research, Naresh K. Malhotra, Prentice Hall Inc.

Course No. MKT-524 (Consumer Behavior)

Introduction Consumer Decision Making, An Overview of Consumer Behavior, Psychological, Sociological Anthropological and Economic Concept Pertinent to Consumption, Theories and Models, Building, Role of Theory, Criteria of Sound Theory in Consumer Behavior, How Models are Constructed?, Different Models of Consumer Behavior.

Environmental Influence

Culture Components of Culture, Useful Concepts of Cultural Analysis, Cross Cultural Research and Multinational Marketing Subcultures.

Social Organization and Reference Groups Socialization Reference Group Norms and Conformity, Social Change, How Social Trends Will Affect Consumption.

Social Class Social Stratification, Research Models of Social Class, Social Class and Buying Behavior.

Family Influences on Family Decision-Making, Using Family Concepts in Marketing.

Individual Influences

Learning Learning Theory, Behavior Modification in Psychology and Marketing Retention & Forgetting of Advertising Message, Habit Formation and Brand Loyalty.

Perception Theories of Perception, Model of Perception, Factors Determining Perception, Features of Perception Affecting Consumer Behavior.

Motivation and Personality Motivation Theory, Motivation Research Methods, The Concept of Personality.

Attitudes Influence of Attitudes, Attitude Organization, Three Component Attitude Models, Functions of Attitudes, How Attitudes are Measured, Attitudes Change, Cognitive Dissonance Theory, Multiattribute Theory.

Consumer Purchasing Process and Consumer Decision Process.

Text Book: Consumer Behavior (Concepts and Strategies)

-Harold W. Berkman and Christopher C. Gilson,
Kent Publishing Company.

Reference Books: 1. Perspectives in Consumer Behavior,

-Harold H. Kassengian and Thomas S. Robertson,
-Scott Forceman and Company.

2. Consumer Behavior

-David L. Loudon & Albert J. Della Bita
-McGrwa-Hill International Editions, Marketing Seris-1993 or Latest Edition.

3. Consumer Behavior

-Leon G. Schiffman and Leslie Lazer Kanuk Prentice-Hall of India Ltd.,1998.

Course No. MKT-525 (Integrated Marketing Communication)

An Introduction to Integrated Marketing Communications (IMC) The Growth of Advertising and Promotion, The Promotional Planning Process, Perspective and Organization

Role of IMC in the Marketing Process The Target Marketing Process, Developing the Marketing Planning Program, The Role of Advertising and Promotion

Organizing for Advertising and Promotion Role of AD Agencies and Other Marketing Participants in the Integrated, Organizing for Advertising and Promotion in the Firm, Advertising Agencies, Career Profile, Agency Compensation, Evaluating Agencies, Specialized Services, Collateral Services, Integrated Marketing Communications.

Establishing Objectives and Budgeting for the Promotional Program The Value of Objectives, Determining Promotional Objects, Sales Versus Communications Objectives, Problems in Setting Objectives, Establishing and Allocating the Promotional Budget.

Creative Strategy: Planning and Development The Importance of Creativity in Advertising, Advertising Creativity, Planning Creative Strategy, The Creative Process, Director of Strategic Planning and Research, Creative Strategy Development.

Creative Strategy: Implementation & Evaluation Appeals and Execution Styles, Creative Tactics, Career Profile, Client Evaluation and Approval of Creative Work,

Media Planning and Strategy Market Analysis and Target market Identification, Establishing Media Objectives Development and Implementing Media Strategies, Evaluation and Follow-up, Computers in Media Planning, Characteristics of Media.

Evaluation Media Evaluation of Broadcast Media: Television, Buying Television Time, Career Profile, Radio, Evaluation of Print Media: The Role of Magazines and Newspapers Magazines, Newspaper.

Direct Marketing and Marketing on the Internet Direct Marketing, Defining the Internet, Developing an Internet Program, Audience Measurement on the Internet, Measuring the Effectiveness of Web Advertising, Advantages and Disadvantages of Internet, Combining Internet Advertising with IMC Program Elements.

Sales Promotion The Scope and Role of Sales Promotions, The Growth of Sales Promotion, Consumer-Oriented Sales Promotion, Consumer-Oriented Sales Promotion Techniques, Career Profile, Trade-Oriented Sales Promotion, Coordinating Sales Promotion and Advertising, Sales Promotion Abuse.

Public Relations, Publicity, and Corporate Advertising Public Relations, The Process of Public Relations, The Power of Publicity, Career Profile, Corporate Advertising.

Personal Selling The Role of Personal Selling in the IMC Program, Evaluating the Personal Selling Effort, Evaluating the Personal Selling Effort.

Measuring the Effectiveness of the Promotional Program Arguments for and Against Measuring Effectiveness, Conducting Research to Measure Advertising Effectiveness, The Testing Process, Establishing a Program for Measuring Advertising Effects, Measuring The Effectiveness of other Program Elements.

Text Book: Advertising and Promotion

- George E. Belch and A. Belch, Irwin McGraw Hill, 1998

Course No. MKT-526 (Global Marketing)

Introduction **Marketing Frames of Reference, Organizing Marketing Experience,**
 Researching International Markets **Country Analysis, Demographic Facts, Cultural Insights, Political Realities**
 Positioning Global Brands **Marketing Teamwork, Marketing Strategy, Product Positioning, Channel Management**
 Promotion Marketing **Promotion Marketing, Prices Signals, Sales Force Behavior, Value Marketing, Marketing Forecasts.**
 Text Book: Global Marketing, **Douglas Lamont,**

Specialized Courses (any four)

Course No. MKT- 527 (Business Marketing)

Introduction to Business Marketing An Overview of Business Marketing, Business Marketing Terminology, Business Marketing Defined, Business Products Defined, Business Product Classification, Differences Between Business Marketing and Consumer Marketing, Business Marketing: An International Perspective

The Nature of Demand in Business Markets **Demand Defined, The Implication of Derived Demand, Market Evaluation.**

Business Buyer Behavior **Factors Affecting Buying Decisions, The Process of Business Buying, Motivations of the Business Buyer, Characteristics of Buyer/Seller Relationships.**

Business Purchasing The contribution of Purchasing, Strategic Purchasing, Relationship Management and Supplier Development, Assessing Suppliers, Product Management.

Marketing Research and Market Information System Marketing Research and Information Systems, Existing Sources for Information: Internal and External, Breaking New Ground: Conducting Primary Research, Organizing and Executing Business Surveys, Measuring and Forecasting Markets, Other Topics in Business Marketing Research.

Segmentation of Business Markets The nature of market Segmentation, The Macro Bases for Segmentation, The Intermediate Bases for Segmentation, The Micro Bases for Segmentation, Combing Different Bases, Segmentation and Marketing Strategy.

Competition and Cooperation in Business Markets The Arena of Competition and Cooperation, Competitive Forces and Their Determinants, Cooperation: An Alternative to Competition, Competitive Strategy and Tactics: Concepts and Implementation. Rivalry in Stable and Mature Industries, Rivalry in Emerging and Growing Industries.

Technology and The Industrial Marketplace The Sources of Invention and Innovation, The Quest

for Innovation in Different Nations, Measuring Technological Change, The Spread of Technological Change, Technology and The Global Marketplace, The Role of Technology in Selected Markets.

Product Decisions and Strategies Business Products Classification, Product Objectives and Policies, Developing New Product, The New Product Development Organization, The New Product Development Process, Designing New Products, Product Deletion, Developing Products for Niche Markets, Developing Products for Global Markets, Linking New Product Strategy to Results.

Business Pricing Market Classification and Pricing, Price Setting Theory, Buyers and Price Segmentation, Pricing Strategies, How Important Is Price to the Buyer? Types of Prices, Leasing in Industrial Pricing, Competitive Bidding, Pricing Uncertainty, Pricing for Export.

Distribution and Channel Relations The Distribution Channel, Channel Strategy in Practice, Industrial Distributors, Manufacturers' Agents.

Logistics Management Logistics Defined, The Total-Cost Approach to Logistics Management, Customer Service, Plant Location, Warehouse Location, Sales Forecasting, Order Management, Transportation Management, Inventory Management, Warehouse Management, Packing of Goods, Improving Logistical Performance, International Logistics.

Business Marketing Communication The Communication Process, Business Advertising, Sales Promotion, Public Relations, Publicity, and Sponsorship.

Sales Force Management Sales Force Planning, Organizing the Sales Force, Sales Force Administration, Sales Force Control.

Evaluation and Control The Marketing Decision Support System, Input Requirements and Output Reports, Report Applications, Report Analysis Procedures: A Case Study.

Business Marketing Strategy, Planning, and Implementation Factors in Strategy Design, Strategy Selection, The Marketing Planning Process, Strategy Implementation.

Course # 528 (Service Marketing)

Introduction to Services What are services?, Why Service Marketing?, Service and Technology,

Differences in Goods vs. Services Marketing, Service Marketing Mix, The Gaps Model of Service Quality.

Consumer Behavior in Service Search Versus Experience Versus Credence Properties, Decision-Making Process, The Role of Culture in Services.

Customer Expectations of Service Meaning and Types of Service Expectations, Factors that Influence customer Expectations of Service, A Model of Customer Service Expectations, Current Issues Involving Customer Service Expectation.

Customer Perceptions of Service Customer Perceptions, Customer Satisfaction, Service Quality, Service Encounters, Strategies for Influencing Customer Perceptions.

Building Customer Relationships Relationship Marketing, Relationship Value of customers, Foundations for Relationship Strategies, The Customer is not Always Right, customer Profitability

Segments, Levels of Relationship Strategies.

Service Recovery The Impact of Service Failure and Recovery, How Customers Respond to Service Failures?, Why do (and Don't) People Complain? When they Complain–What Do Customers Expect, Switching vs. Staging Following Service Recovery, Service Recovery Strategies, Service Guarantees.

Service Development and Design Challenges of Service Design, Stages in New Service Development, Service Blueprinting, Quality Function Deployment, High-performance Service innovations.

Employees' Roles in Service Delivery The Critical Importance of Service Employees, Boundary-Spanning Roles, Strategies for closing Gape 3, Service Culture.

Customers' Role in Service Delivery The Importance of Customers in Service Delivery, Customers' Roles, Self-service Technologies, Strategies for Enhancing Customer Participation.

Delivering Service Through Intermediaries and Electronic Channels: Service Intermediaries, Direct or Company-Owned Channels, Common Issues Involving Intermediaries, Key Intermediaries for Service Delivery, Strategies for Effective service Delivery through Intermediaries.

Integrated Services Marketing Communications The Need for Coordination in Marketing Communication, Key Reasons for Service Communication Problems, Four Categories of Strategies to Match Service Promises with Delivery, Exceeding Customer Expectations – Caveats and Strategies.

Pricing of Service Three Key Ways Service Prices are Different for Consumers, Approaches to Pricing Services, Pricing Strategies that Link to the Four Value Definitions.

Text Book: Service Marketing: Integrating Customer Focus Across the Firm, Valaric A. Zeitharnl and Mary Jo Bitner, McGraw Hill

Course No. MKT-529 (Marketing for Nonprofit Organizations)

Developing a Customer Orientation Marketing in the Nonprofit Environment, The Marketing Philosophy, Understanding Customer Behavior, Market Segmentation and Customer Targeting.

Strategic Planning and Organization The Strategic Marketing Planning Process, Marketing Research, Market Measurement and Forecasting, Marketing Planning, Organizing for Implementation, Leveraging Limited Resources, Fundraising.

Designing the Marketing Mix Designing and Analyzing Marketing Programs, Developing New Offering, Managing Offering Over the Life-cycle, Strategies for Products, Services, and Social Behaviors, Managing Perceived Costs, Managing the Marketing Channel, Formulating Communication Strategies for Influencing Behavior, Managing Adverting, Sales Promotions, Public Relations and Personal Selling.

Controlling Marketing Strategies Marketing Evaluation and Control.

Text Book: Strategic Marketing for Nonprofit Organizations
 -Philip Kotler
 -Alan R. Andreasen

Course No. MKT-530 (Supply Chain Management)

Building Strategic Framework to Analyze Supply Chains Understanding the Supply Chain, Supply Chain Performance: Achieving Strategic Fit and Scope, Supply Chain Drivers and Obstacles.

Designing the Supply Chain Network Designing the Distribution Network in a Supply Chain, Network Design in the Supply Chain, Network Design in an Uncertain Environment.

Planning Demand and Supply in a Supply Chain Demand Forecasting in a Supply Chain, Aggregate Planning in the Supply Chain, Planning Supply and Demand in the Supply Chain: Managing Predictable Variability.

Planning and Managing Inventories in a Supply Chain Managing Economics of Scale in the Supply Chain: Cycle Inventory. Managing Uncertainty in the Supply Chain: Safety Inventory, Determining Optional Level of Product Availability.

Sourcing, Transporting, and Pricing Products Sourcing Decisions in a Supply Chain, Transportation in the Supply Chain, Pricing and Revenue Management in the Supply Chain.

Text Book: Supply Chain Management, Sunil Chopra & Peter Meindl, Prentice-Hall of India.

Course No. MKT-531 (Customer Relationship Management)

CRM Scope and Importance

Customer Equity Customer Life-time Value

Value Equity Quality, Price, Convenience

Brand Equity Brand Awareness Customer Attitude toward the Brand, Brand Ethics.

Relationship Equity Relationship Marketing, Loyalty Programs, Special Recognition and Treatment Programs, Community Building Programs, Knowledge-Building Programs.

Key Customer Relationship Management Wining, Managing and Developing Key Accounts Business, Creating an effective KCRM organization Customer Profitability, Business Plan for each Key Customer CRM Information Technology, Building Effective Customer terms Negotiating with key customers.

Text: The Handbook of Key Customer Relationship Management, **Ken Burnett**,

Course No. MKT-532 (Product Planning and Development)

Introduction
 Development Process and Organizations
 Product Planning
 Identifying Customer Needs
 Product Specifications
 Concept Selection
 Concept Testing and Product Architecture
 Industrial Design
 Design for Manufacturing and Prototyping
 Product Development Economics and Managing Projects

Text Book: Product Design and Development, Karl Ulrich and Steven Eppinger 2nd edition 2000, McGraw-Hill.

Reference:

- a) **Design and Marketing of New Products**, Glen L. Urban and Hohn R. Hauser 1980 Prentice Hall.
- b) **Journal of Marketing**
- c) **Journal of Marketing Research**

Course No. MKT-533 (Brand Management)

Brand and Brand Management What is Brand? Can Anything Be Branded? Branding Challenges & Opportunities, Brand Equity Concept, Strategic Brand Management Process.

Customer-Based Brand Equity Brand knowledge, Sources of Brand Equity, Strong Brand, Brand Building Implications.

Brand Positioning and Values Identifying & Establishing Brand Positioning, Positioning Guidelines, Defining and Establishing Brand Values.

Choosing Brand Elements to Build Brand Equity Criteria for Choosing Brand Elements, Options & Tactics for Brand Elements.

Designing Marketing Programs to Build Brand Equity New Perspectives on Marketing, Product Strategy, Pricing Strategy, Channel Strategy.

Integrating Marketing Communications to Build Brand Equity Information Processing Model of Communications, Overview of Marketing Communication Options, Developing Integrated Marketing Communication Programs.

Leveraging Secondary Brand Knowledge to Build Brand Equity Conceptualizing the Leveraging Process, Company, Co-Branding, Licensing & Celebrity Endorsement.

Developing a Brand Equity Measurement and Management System The Brand Value Chain, Establishing a Brand Equity Management System.

Measuring Sources of Brand Equity; Capturing Customer Mindset Qualitative Research Techniques, Quantitative Research Techniques.

Designing and Implementing Branding Strategies The Brand Product Matrix, Brand Hierarchy, Designing a Branding Strategy.

Text Book:

1. Strategic Brand Management: Branding, Measuring, and Managing Brand Equity. (Second Edition), Kevin Liane Keller. Pearson Education, Inc. 2003

Course No. MKT-534 (E-Marketing)

E-Marketing in Context

The Big Picture The Emergence of E-Marketing,

Strategic E-Marketing Strategic Planning, Strategy, From Strategy to Electronic Strategy, From Business Models to E0Business Models, Menu of Strategic E-Business Models, Performance Metrics.

The E-Marketing Plan Overview of the E-Marketing, Planning Process, Creating an E-Marketing Plan, A Six Step E-Marketing Plan.

E-Marketing Environment

Leveraging Technology The Marriage of Marketing and Technology, Product Technologies, Price Technologies, Distribution Technologies, Relationship Marketing Technologies.

Ethical and Legal Issue Overview of Ethics and Legal Issue, Privacy, Digital Property, Online Expression, Emerging Issues.

E-Marketing Strategy Data Drives Strategy, Marketing Knowledge Management. Other Technology-Enabled, Approaches, Real-Space Approaches, Marketing Databases and Data Warehouse, Data Analysis and Distribution, Knowledge Management Metrics.

Consumer Behavior Consumer in the 21st Century, The Number, Inside the Internet Exchange Process.

Targeting Market Segments and Communities Segmentation and Targeting, Overviews, Market, Segmentation Bases and Variables, Targeting Online Customers, Targeting Communities on the Internet.

Differential and Positioning Strategies Differentiation of Online Business, Product-Service Differentiation Strategies, Positioning Strategies.

E-Marketing Management

Product Many Products Capitalize on Internet Properties, Creating Customer Vale Online, Online Benefits, E-Marketing Enhanced Product, Development, A Taxonomy for Internet Products, New-Product Trends.

Price The Internet Changes Pricing The Internet Changes Pricing, Strategies, Buyer and Seller Perspectives, Pricing Strategies.

The Internet for Distribution Distribution Channel Overview, Types of Intermediaries, Distribution Channel Length and Function, Channel Management and Power, Classifying Online Channel members, Distribution Channel Metrics.

E-Marketing Communication Overview of E-Marketing Communication Issues, integrated marketing Communication (IMC), Internet Advertising, marketing public Relations Sales Promotion, Direct Marketing, The Internet as a Medium IMC Metrics.

Customer Relationship Management Building Customer Relationship, Relationship Marketing Defined, Stakeholder Customer Relationship Management (CRM), CRM Building Blocks, CRM metrics.

Global Perspective

E-Marketing in Emerging Economics Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, Technological Readiness Influence Marketing, Wireless Internet Access, The Digital Divide.

Country Profiles from the Six Continents Overview of E-Marketing Around the World, Australia, Chile, People's Republic of China, Egypt, Germany, Guatemala, India, Northern Ireland, Peru, Poland, Turkey.

Text Book: E- Marketing, Judy Strauss, Adel El-Ansary, & Raymond Frost,

Course No. MKT-535 (Selling and Sales Management)

Sales Perspective Development and Role of Selling in Marketing, Sales Strategies, Consumer and Organizational Buyer Behavior.

Sales Technique Sales Responsibilities and Preparation, Personal Selling Skills, Key Account Management, Relationship Selling, Direct Marketing, Internet and IT Applications in Selling and Sales Management.

Sales Environment Sales Settings, International Selling, Law and Ethical Issues,

Sales Management Recruitment and Selection, Motivation and Training, Organization and Compensation.

Sales Control Sales Forecasting and Budgeting, Salesforce Evaluation.

Text Book: Selling and Sales Management, David Jobber and Geoff Lancaster.

Course No. MKT-536 (Agricultural Marketing)

The Analytical Approach The Agricultural Marketing System, A Framework of Theory for Market Analysis, Agricultural Product and Marketing.

Food Market and Institutions Food Consumption and Marketing, Food Processing and Manufacturing, Food Wholesaling and Retailing, The International Markets for Food.

Prices and Marketing Costs Price Analysis and the Exchange Function, Demand and Supply for Farm Product, Cyclic Movement in Production and Prices, Seasonal Price Movement, Hedging in Future Contracts, Effects of Speculation in Future Contracts.

Functional and Organizational Issues The Changing Organization of Food Markets, Cooperative Marketing, Market Information, Standardization and Grading, Transportation, Storage.

Government and Agricultural Marketing Government Price, Income and Marketing Programs, Food Marketing Regulation.

Text Books: 1. **Marketing Farm Products**, Geoffrey S. Shepherd & Gene A. Futrell, The Iowa State University Press/Ames

2. **Marketing of Agricultural Products**, Richard L. Kohls & Joseph N. Uhi, Richard Irwin Inc.

Course No. MKT-537 (Retail Management)

Introduction What is Retailing? The Evolution of Retail Management. Theories of Retail Change.

Classifying Retail Institutions

Retail Institutions Categorized by Ownership, Retail Strategy Mix, Non Store Sales, Service vs. Product Retailing.

The Retailing Macro and Micro Environment

Environmental Complexity, Environmental Turbulence, Determine Relevant Macro and Micro Environmental Influences, Monitor Macro and Micro Environment, Forecast Changes in the Environment, Develop a Scanning System, Develop Strategic Responses, Competitive Audit.

Buyer Behavior

A Consumer Behavior Model, Household/Buyer Characteristics, Importance of Store Attributes, The Consumer Decision Process, Store Choice, In Store Information Processing, Purchase, Post Decision Behavior.

Market Segmentation

Understanding Market Segmentation, The Segmentation Process, Retailing Mix Strategy For Market Segments.

Store Location Decisions

Determine Needed Location Characteristics, Determine the Area in Which to Locate, Select the Site, Monitor and Adapt.

Merchandise Planning and Management and Handling

The Merchandise Buying and Handling Process, Basic Decisions.

Pricing Decisions

Formulate Pricing Objectives, Determine Pricing Strategy and Tactic, The Dimension of Retail Pricing, Perception and Grocers Reactions, Prepare for Normal Price Adjustments, Monitor and Adapt.

Advertising, Personal Selling and Sales Promotions Decisions

Determine Advertising Objectives, Planing-Advertising Strategy, Formulate Advertising. Appropriation and Allocation Sales-Force Strategy, The Personal Selling Process, Sales Promotion Strategy.

Atmosphere and Layout Decisions

Define Atmosphere Requirements, Design Store Exterior, Design Store Interior, Devise interior Display, Monitor and Adapt.

Elements of Retail Service

The Control Process, The Retailing Audit, Retailing Audit Problem.

The Retail Control Process

The Control Process, The Retailing Audit, Retailing Audit Problem.

Retailing in the Future

Demographic Trends, Lifestyles of the 21st Century, Consumerism, Technological Change.

Text Book: **Strategic Retail Management**, Danny R. Arnold, Louis M. Capella, Garry D. Smith

Course No. MKT-538 (Tourism and Hospitality Marketing)

The Meaning of Marketing in Travel and Tourism Introducing travel and Tourism, Introducing Modern Marketing —The Systematic Thought Process, Special Characteristics of Travel and Tourism Requiring a Marketing Response—Managing Demand, The Changing business Environment — Aspects of Demand for Travel and Tourism, The Changing Environment— Travel Motivations and Buyer Behavior.

Understanding the Marketing Mix in Travel and Tourism The Four Ps — Focus of the Marketing Mix, Segmenting Travel and Tourism Markets, Travel and Tourism Markets, Travel and Tourism Products: Product Formulation, The Role of Price.

Marketing Promotion in Travel and Tourism Advertising and Public Relations, Sales Promotion and Merchandising, Brochures and other Printed Materials.

Distribution Channels in Travels and Tourism Creating Access, Direct Response Marketing in Travel and Tourism VS Retail Distribution.

Applying Marketing in Travel and Tourism Industry Marketing Countries as Tourism Destinations, Marketing Visitor Attractions, Marketing Transport Operations, Marketing Accommodation, Marketing Inclusive Tours and Product Packages.

Case Histories of Marketing Practice in Travel and Tourism.

Book Recommended : **Marketing in Travel and Tourism**

-By Victor T. C. Middleton- Butterworth-Heinemann

Course No. MKT- 539 (Bank Marketing)

Understanding Bank Marketing The Role of Marketing in Bank Management, Why and What of Bank Marketing, The Process of Bank Marketing.

Understanding the Customer Segmentation Practices in Banks, Strategies, customer Behavior and Segmentation.

Overcoming Customer Objectives

Internal Marketing and Effective Customer Services Concepts, Instruments & Customer Services.

Product Development and Pricing **Bank Product, Product Development Strategies, Implication of New Technology, Pricing Systems and Methods.**

Advertising and Communication Promotion Tools, Contribution of Advertising and Communications to the Bank Marketing Programs.

Branch Marketing Plan Parameters for Marketing Plan, SWOT Analysis and Branch Marketing.

Bank Marketing Strategies Corporate Planning, Formulating and Selecting Marketing Strategy for Banks.

Marketing of Bank Credit Cards Types, Advantages, Marketing Strategies for Bank Credit Cards.

Bank Marketing Administration Monitoring for Success and controlling the Marketing Program.

Training and Marketing Research in Bank Marketing.

Text Book: Bank Marketing, BIBM

Course No. MKT- 540 (Entrepreneurship Development)

Entrepreneurship and New Venture Opportunities Defining Entrepreneurship, Perspective on Small Business, Corporate Entrepreneurship, Entrepreneurship in Practice, Creativity as a Prerequisite to Innovation, Innovation and Entrepreneurship, Success Factors for Entrepreneurs.

Factors Affecting Entrepreneurship Development Business Environment of Bangladesh, Support Organizations of Bangladesh, Government Policy and Programs of Bangladesh.

Entrepreneurial Motivation Motivation, Motivational Theories, Motivation Factors, Achievement Motivation, Strategies of Motivation Development

A Model for New Ventures: Feasibility Planning The Concept of a Planning Paradigm, The Four-Stage Growth Model, Fundamentals of a Feasibility Plan, The Feasibility Plan, Responsibility for Business Planning.

Preparing Business Plan Overview of your Business Plan, what Should your Plan Contain? Sample of Business Plan for a Services Firm, a Manufacturing Company and a Trading Business.

The Product Concept and Commercial Opportunities Product and Technology; Identifying Opportunities, The Product Development Process.

Service: The Human Side of Enterprise Types of Service Ventures, Success Factors in Service Ventures.

The Entrepreneurial Team and Business Formation Matching Human Resource Needs and Skills, Networking – Extending Human Relations, Legal forms of Business in Perspective, Sole Proprietorship, Partnerships, Corporations.

Financial Resources for New Ventures Asset Management; Equity Financing, Venture Capital, Debt Financing, Government Programs.

Managing Growth and Transition The Organization Life Cycle, Changing Entrepreneurial Roles, Perspective on Strategic Management, Implications for Entrepreneurial Careers.

Text Books: 1. **Entrepreneurship Development**, S. S. Khanka, New Delhi, India, Himalaya Publishing House, India.
2. **Entrepreneurship: New Venture Creation**, David H. Holt.