

NATIONAL UNIVERSITY



Third Year Syllabus Department of Marketing

Four-Year B.B.A. (Honours) Course
Effective from the Session : 2013–2014

National University

Subject: Marketing

Syllabus for Four-Year BBA Honours Course
Effective from the Session: 2013-2014

Year-wise Papers and marks distribution.

Third Year

Paper Code	Paper Title	Marks	Credits
232301	Principles of Marketing-II	100	4
232303	Organizational Behavior	100	4
232305	Financial Management	100	4
232307	Business Statistics-II (In English)	100	4
232309	Advertising & Promotion	100	4
232311	Legal Aspects of Marketing	100	4
232313	Macro Economics	100	4
232315	Taxation in Bangladesh	100	4
	Total =	800	32

Detailed Syllabus

Paper Code : 232301	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	PRINCIPLES OF MARKETING-II		

1. Pricing Strategies

New-Product Pricing Strategies: Market- Skimming Pricing- Market-Penetration Pricing.

Product Mix Pricing Strategies: Product Line Pricing- Optional Product Pricing- Captive-Product Pricing- By-Product Pricing- Product Bundle Pricing.

Price- Adjustment Strategies: Discount and Allowance Pricing- Segmented Pricing- Psychological Pricing- Promotional Pricing- Geographical Pricing- Dynamic Pricing- International Pricing.

2. Marketing Channels: Delivering Customer Value

Supply Chains and the Value Delivery Network The Nature and Importance of Marketing Channels: How Channel Members Add Value- Number of Channel Levels

Channel Behavior and Organization: Channel Behavior- Vertical Marketing Systems- Horizontal Marketing Systems- Multichannel Distribution Systems- Changing Channel Organization.

Channel Design Decisions: Analyzing Consumer Needs- Setting Channel Objectives- Identifying Major Alternatives- Evaluating the Major Alternatives- Designing International Distribution Channels.

Channel Management Decisions: Selecting Channel Members- Managing and Motivating Channel Members- Evaluating Channel Members.

Public Policy and Distribution Decisions – Marketing Logistics and Supply Chain Management: Nature and Importance of Marketing Logistics- Goals of the Logistics System- Major Logistics Functions- Integrated Logistics Management- Reviewing Objectives – Discussing & Applying the Concepts- Marketing by the Numbers.

3. Retailing and Wholesaling: Types of Retailers- Retailer Marketing Decisions- The Future of Retailing.

Types of Wholesalers- Wholesaler Marketing Decisions- Trends in Wholesaling- Reviewing Objectives- Discussing & Applying the Concepts – Marketing by the Numbers.

4. Communicating Customer Value: Integrated Marketing Communications Strategy:

The Promotion Mix- Integrated Marketing Communications- Setting the Total Promotion Budget and Mix- Socially Responsible Marketing Communication- Advertising and Public Relations-Personal Selling and Sales Promotion- Personal Selling-Managing the Sales Force-The Personal Selling Process.

5. Direct and Online Marketing: Building Direct Customer Relationships, The New Direct Marketing Model-Growth and Benefits of Direct Marketing- Customer Databases and Direct

Marketing- Forms of Direct Marketing- Online Marketing- Public Policy Issues in Direct Marketing

6. **The Global Marketplace:** Global Marketing Today, Looking at the Global Marketing Environment, Deciding Whether to Go Global, Deciding Which Markets to Enter, Deciding How to Enter the Market, Deciding on the Global Marketing Program, Deciding on the Global Marketing Organization
7. **Sustainable Marketing:** Social Responsibility and Ethics, Sustainable Marketing- Social Criticisms of Marketing- Consumer Actions to Promote Sustainable Marketing- Business Actions toward Sustainable Marketing.

Book Recommended :

1. Philip Kotler & Gary Armstrong : *Principles of Marketing*, Prentice Hall Inc.

Reference Book:

1. W.J. Stanton, Etzel & Walker : *Fundamentals of Marketing*, McGraw Hill Book Company

Paper Code : 232303	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	ORGANIZATIONAL BEHAVIOR		

1. **The Dynamics of People and Organizations:** Understanding Organizational Behavior, Fundamental Concepts, Basic Approaches.
2. **Models of Organizational Behavior:** An Organizational Behavior System, Models of Organizational Behavior.
3. **Social Systems and Organizational Culture:** Social Culture, Role -Status, and Organizational Culture.
4. **Appraising and Rewarding System:** A complete Program, Organizational Behavior and Performance Appraisal, Economic incentive Systems.
5. **Leadership:** The Nature of Leadership, Behavioral Approaches to Leadership Style, Contingency Approaches of Leadership Style.
6. **Empowerment and Participation:** The Nature of Empowerment and Participation, How Participation Works, Programs for Participation, Important Considerations in Participation.
7. **Employee Attitude and Their Effects:** The Nature of Employee Attitudes, Effects of Employee Attitudes, Studying Job Satisfaction.
8. **Interpersonal Behavior:** Conflict in Organizations, Assertive Behavior, Power & Politics.
9. **Informal and Formal Groups:** Group Dynamics, Types of Groups, The Nature of Informal Organizations, Formal Groups.
10. **Teams and Team Building:** Organizational Context for Teams, Teamwork, Team Building.
11. **Managing Change:** Change at Work, Resistance to Change, Implementing Change Successfully, And Understanding Organizational Development.

Book Recommended :

1. John W. Newstrom & Keith Davis : *Organisational Behavior*, Tata McGraw Hill Publishing Company, New-Delhi.

Reference Book:

1. Stephen P. Robbins : *Organizational Behavior*, Prentice Hall of India Pvt. Ltd. New Delhi

Paper Code : 232305	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	FINANCIAL MANAGEMENT		

- 1. Nature of Financial Management:** Definition and role of financial management, areas of financial management, finance and related disciplines, scope of finance function, job of financial manager, financial goals: profit maximization vs. wealth maximization, conflict of goals: management Vs. owners, financial goal and firm's objective, functions of treasurer and controller, classification of finance and principles of business finance.
- 2. 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 loan.
- 3. Capital Budgeting:** Importance of investment decisions, types of investment decisions, investment evaluation criteria, estimating cash flows, different methods of project evaluation: BP, ARR, NPV, IRR, PI, Incremental Approach.
- 4. Financial Statement Analysis:** Users of financial analysis, types of ratio and their comparison, utility of ratio, cautions in using ratio analysis, different problems of ratio analysis.
- 5. Cost of Capital:** Importance, definition, assumptions explicit and implicit costs, measurement of value component costs of debt and equity capital, weighted average cost of capital.
- 6. Working Capital Management:** Nature of working capital, determining financing mix, determination of working capital, working capital financing: trade credit, Bank credit, mode of security, lending norms, forms of financing/style of credit, framework of lending, commercial papers, factoring, functions of a factor.
- 7. Intermediate Term Financing & Leasing:** Uses and types of intermediate terms debt, characteristics of leasing arrangement, sources of lease arrangements, types of lease, and reasons for leasing, lease vs. borrow purchase analysis.
- 8. Operating and Financial Leverage:** Meaning of leverage, operating leverage and financial leverage, degree of operating leverage (DOL) and the break- even point, EVIT-EPS break-even analysis, DFL and financial risk, degree of total leverage (DTL) and total firm risk.
- 9. Capital Structure Determination:** Net operating income approach, traditional approach, the total value principle, market imperfections and incentives issues, the effect of taxes.
- 10. Introduction to Capital Market:** Shares and debentures, SEC, Stock Exchange in Bangladesh-problems and prospects.

Book Recommended :

1. M Y Khan and P K Jain : *Financial Management*, Tata McGraw Hill Publishing Company, New-Delhi.

Reference Book:

1. James C. Van Horne & John M. Wachowicz: *Fundamentals of Financial Management*, Prentice Hall of India Pvt. Ltd., New Delhi

Paper Code : 232307	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	BUSINESS STATISTICS-II (In English)		

1. **Probability:** What is Probability – Elements of Set Theory- Counting Techniques- Events- Addition Law- Conditional Probability- Multiplication Law- Dependent Events-Independent Events- Bayes' Theorem- Miscellaneous illustrations- Problems.
2. **Probability Distribution:** Random Variable, Probability Function- Binomial Distribution- Poisson Distribution- Negative Binomial Distribution- Multinomial Distribution- Hypergeometric Distribution- Normal Distribution- Uniform Distribution- Exponential Distribution- Miscellaneous illustrations- Problems.
3. **Sampling and Sampling Distributions:** Introduction- Purpose of Sampling- Principles of Sampling – Methods of Sampling – Random Sampling Methods- Non –Random Sampling Methods – Size of Sample – Merits of Sampling Method- Limitations of Sampling – Sampling and Non-Sampling errors- Sampling Distribution- Central Limit Distribution- The Universe Distribution- The Sample Distribution- The Sampling Distributions- Sampling Distributions of the Difference between Two Means- Sampling Distributions of the Number of Successes- Sampling Distribution of the Difference of two proportions - Miscellaneous illustrations- Problems .
4. **Estimation of Parameters:** Introduction- Statistical Estimation- Point Estimation- Properties of a Good Estimator- Method of Maximum Likelihood- Interval Estimation- Confidence Limits for Population Mean- Confidence Limits for Population Proportion- Confidence Limits for Difference of Two Means- Confidence Limits for Difference of Two Proportions- Determination of a Proper Sample Size- Miscellaneous illustrations- Problems.
5. **Test of Hypothesis:** Introduction- Procedure of Testing Hypothesis- Type I and Type II Errors – One- Tailed and Two –Tailed Tests- Tests of Hypothesis concerning Large Samples- Testing Hypothesis about Population Mean- Testing Hypothesis about the Difference between Two Means- Tests of Hypothesis concerning Attributes- Testing Hypothesis about Population Proportion- Testing Hypothesis about the Difference between Two Proportions- Miscellaneous illustrations- Problems.
6. **Small Sampling Theory:** Introduction- Properties of t-Distribution- Test of Hypothesis about the Population Mean- Test of Hypothesis concerning the Difference between Two Means- Tests of Hypothesis about the Difference between Two Means with Dependent

Samples- Test of Hypothesis concerning Coefficient of Correlation- The F- Distribution- Miscellaneous illustrations- Problems.

7. **Chi-Square Test:** Introduction- Chi-Square Distribution- Chi-Square Test- Yate's Corrections for Continuity- Grouping when Frequencies are Small- Sampling Distribution of the Sample Variance- Confidence Interval for Variance – Tests of Hypothesis Concerning Variance- Test of Independence- Test of Goodness of Fit- Test of Homogeneity- Cautions while Applying X² Test- Miscellaneous illustrations- Problems.
8. **Analysis of Variance:** Introduction- Assumptions in Analysis of Variance- One-Way Classification Model- Two-Way Classification Model- Miscellaneous illustrations- Problems.
9. **Partial and Multiple Correlation and Regression:** Partial Correlation- Partial Correlation Coefficients- Partial Correlation Coefficients in Case of More than Three Variables- Second Order Partial Correlation Coefficients- Multiple Correlation- Multiple Regression- Miscellaneous illustrations- Problems.

Book Recommended :

1. S.P. Gupta and M.P. Gupta : *Business Statistics*, S. Chand and Sons, New Delhi, India.

Reference Book:

1. Richard I. Levin and D.S. Rubin : *Statistics for Management*, Prentice Hall of India Pvt. Ltd. New Delhi

Paper Code : 232309	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :		ADVERTISING AND PROMOTION	

1. **An Introduction to Integrated Marketing Communications:** The growth of Advertising and Promotion, The Promotional Mix: The Tools for IMC, The IMC Planning Process.
2. **Organizing for Advertising and Promotion:** The role of Ad Agencies and Other Marketing Communications Organizations- Participants in the Integrated Marketing Communications Process: An overview, The Client's Role, Advertising Agencies, Agency Compensation, Evaluation Agencies, IMC Services.
3. **The Communication Process:** The Nature of Communication, Communication Problems in International Marketing, A Basic Model of Communication, Analysis the Receiver, The Response Process, Cognitive Processing of Communications. The communication process
4. **Establishing Objectives and Budgeting for the Promotional Program:** The Value of Objectives, Determining Promotional Objectives, Sales Vs Communications Objectives,

DAMAR: An Approach to Setting Objectives, Problems in Setting Objectives, Establishing and Allocating the Promotional Budget.

5. **Direct Marketing and The Internet:** Direct Marketing, The Database, Direct Selling, Evaluating the Effectiveness of Direct Marketing, Measuring Effectiveness of Direct Marketing, Online Social Media, Advantages and Disadvantages of the Internet.
6. **Sales promotion:** Public relations, Publicity, and Corporate Advertising
7. **Personal Selling:** The Scope of Personal Selling, The Role of Personal Selling in the IMC Program, Advantages and Disadvantages of Personal Selling, Combining Personal Selling with Other promotional Tools, Evaluating the Personal Selling Effort.
8. **Media Planning and Strategy:** An Overview of Media Planning, Developing the Media Plan, Market Analysis and Target Market Identification, Establishing Media Objectives, Developing and Implementing Media Strategies, Evaluation and Follow-Up, Characteristics of Media.

Book Recommended :

1. Geroge E. Belch & Michael A. Belch : *Advertising and Promotion : An Integrated Marketing Communications Perspective*, (Seventh/ Eighth Edition) McGraw-Hill Irwin Publications.

Reference Book:

1. Kenneth E. Clow and Donald Baack : *Integrated Advertising, Promotion, and Marketing Communications*, Pearson, Publishing Company.

Paper Code : 232311	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	Legal Aspects of Marketing		

1. **An Overview:** Meaning of Legal Environment-Rationale for Understanding Legal Environment-The Demand for Legislation- The Demand for Consumer Protection-Law Influencing Marketing Decision-Law against Deceptive Practice.
2. **Law of Contract:** The Details of Essentials of Law of Contract, Termination and Breach of Contracts.
3. **Sale of Goods Act:** Essential Elements, Transfer of Ownership Conditions and Warranties.
4. **Other Important Acts:** Agricultural Produce Markets Regulation Act-1964, Bangladesh Control of Essential Commodities Act-1956, Hats and Bazar Ordinance-1959, Pure Food

Ordinance- 1969, Trade Marks Act-1940, Patent Design Act-1911, Standards of Weights and Measure Ordinance-1982, Drug Policy-1982, The Payment of Wages Act-1936, The Industrial Relation Ordinance-1969, The Shops and Establishment Rules 1970 Consumers Protection law- 2009, Other Laws. Acts and Ordinance relating to Marketing.

Books Recommended :

1. A.K.Sen and J.K.Mitra : *Commercial Law*, The World Press Pvt. Ltd, Calcutta
2. M.C. Shukla : *A Manual of Mercantile Law*, S. Chand & Company Ltd, New Delhi

Reference Book:

1. Relevant Statutes and Manuals

Paper Code : 232313	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :		MACRO ECONOMICS	

1. **Social Accounting:**

- a) Social Accounting
- b) National Income: Meaning and Concept

2. **Theory of Income Determination:**

- a) Theory of Employment
- b) Determination of National Income
 - a) Determinants of Income and Employment: Propensity to Consume
 - b) Determinants of National Income and Employment: Inducement to Invest
- c) Multiplier and Accelerator
- d) Wages and Employment
- e) Unemployment and Full Employment

3. **Theory of Money and Prices:**

- a) Nature and Functions of Money
- b) Monetary Standards
- c) Theory of Money and Prices
- d) Inflation

4. **Banking:**

- a) Banking

b) Central Banking

Book Recommended :

1. K.K. Dewett : *Modern Economic Theory*, K.K. Dewett, M.H. Navalur & J. Khuntia Shyam Lal Cheritable Trust, New Delhi.

Reference Book:

1. Paul A. Samuelson & William D. Nordhaus : *Economics*, McGraw. Hill Book Company.

Paper Code : 232315	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	TAXATION IN BANGLADESH		

1. **Income Tax:** Definition of income and income tax-Characteristics of income- Total income and total world income-Income year and assessment year-Role of income tax law in industrial development of Bangladesh.
2. **Classification of income:** assessable and non-assessable income. Assesses: Classification-Residential status.
3. **Heads of Income:** Income from salary-income from interest on securities-income from house property-income from agriculture-income from business and profession-capital gains-income from other sources.
4. **Tax Assessment and Recovery:** Assessment procedures-Appeal, revision, recovery, refund and penalties.
5. **Income tax authorities:** Assessment of individuals, partnerships and public limited companies.
6. **Value Added Tax (VAT):** Introduction: Assessment and Payment of tax-Valuation-Accounting-Refunds-Drawback-Calculation of VAT – Controlling evasion of VAT.

Books Recommended :

1. Government of Bangladesh The Income Tax Ordinance 1984-Part 1 & 2.
2. The Institute of Chartered Accountants of Bangladesh Taxation Study Manual Vol 1 & 2.

3. Government of Bangladesh Publications on VAT.
4. Income Tax Law, Khawja Amjad Syeed, IBA, University of Punjab, Pakistan.