

NATIONAL UNIVERSITY



Fourth 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.

Fourth Year

Paper Code	Paper Title	Marks	Credits
242301	Marketing Management	100	4
242303	Human Resource Management	100	4
242305	International Business	100	4
242307	Consumer Behavior	100	4
242309	Sales Management	100	4
242311	Brand Management	100	4
242313	Entrepreneurship Development	100	4
242315	Bangladesh Economics	100	4
242317	Marketing Research	100	4
242318	Viva- voce	100	4
	Total =	1000	40

Detailed Syllabus

Paper Code : 242301	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	MARKETING MANAGEMENT		

1. **Defining Marketing for the 21st Century:** The Importance of Marketing- The Scope of Marketing- Company Orientations Toward the Market place- Fundamental Marketing Concepts, Trends, and Tasks.
2. **Developing Marketing Strategies and Plans:** Marketing and Customer Value- Corporate and Division Strategic Planning – Business Unit Strategic Planning – Product Planning: The Nature and Contents of a Marketing.
3. **Creating Customer Value, Satisfaction, and Loyalty:** Maximizing Customer Lifetime Value- Cultivating Customer Relationships- Customer Databases and Database Marketing.
4. **Identifying Markets Segments and Target:** Level of Markets Segmentation- Segmenting Consumer Markets- Bases for Segmenting Business Markets- Market Targeting.
5. **Crafting the Brand Positioning:** Developing and Communicating a Positioning Strategy-Differentiation Strategies- Product Life-cycle Marketing Strategies- Market Evolution.
6. **Dealing with Competition:** Competitive Forces-Analyzing Competitors-Competitive Strategies for Market Leaders-Other Competitive Strategies- Balancing Customer and Competitor Orientations.
7. **Designing and Marketing Service:** Nature of Services, Marketing Strategies for Service Firms, Marketing Service Quality, Managing Service Brands, and Managing Product Support Services.
8. **Setting Product Strategy:** Product Characteristics and Classifications- Differentiation- Product and Brand Relationships- Packaging, Labeling, Warranties, and Guarantees.
9. **Designing and Managing Value Networks and Channels:** Marketing Channels and Value Networks- The Role of Marketing Channels- Channels-Design Decisions- Channel- Management Decisions- Channel Integration and Systems-Conflict, Cooperation and Competition-E-Commerce Marketing Practices.
10. **Designing and Managing Integrated Marketing Communication:** The Role of Marketing Communications-Developing Effective Communications- Deciding on the Marketing Communications Mix – Managing the Integrated Marketing Communications.

Book Recommended :

1. Philip Kotler : *Marketing Management*, Prentice-Hall Inc.

Reference Book:

1. V.S. Ramaswamy & S. Namakumari : *Marketing Management*, Mcmillan India

t. Ltd.

Paper Code : 242303	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	HUMAN RESOURCE MANAGEMENT		

1. **The Development of Human Resource Management:** The concept of human resource management-Early stages of development- Contemporary developments- Human resource management as a profession.
2. **Organizational Considerations in Managing Human Resources:** The organization as a system – Responsibility and authority within the organization- Organization structures – The human resource department in an organization- The personnel program.
3. **Job Requirements:** The role of jobs- Job design-Job analysis- Job requirements and personnel functions-Job descriptions.
4. **Human Resource Planning and Recruitment:** Human resource planning –Recruiting within the organization- Recruiting outside the organization- EEO in recruitment.
5. **Recruitment and Selection:** The steps in recruitment- The exit interview- Reaching a selection decision- Considerations that shape selection policies.
6. **Job Evaluation:** The reasons of job evaluation schemes- Problem areas- Procedure- Techniques- Non-analytical methods- Analytical methods- New methods- Other methods.
7. **Compensation Systems:** Job choice- The influence of compensation on behaviors- Compensation and satisfaction- Administration- Types of systems- Compensation evaluation- Incentive pay systems.
8. **Training and Development:** The purpose of training –Training programs- Types of training
9. **Career Development:** Phases of a career development program- Career development programs for special groups- Personal career development.

Book Recommended :

1. Gary Dessler : *Human Resource Management*, Prentice Hall of India Pvt. Ltd. New Delhi, India.

Reference Book:

1. David A. DeCenzo and Stephen P. Robbins: *Personnel Human Resource Management*, Prentice Hall, Inc. Englewood cliffs, USA.

Paper Code : 242305	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	INTERNATIONAL BUSINESS		

1. **Globalization**-Introduction to the field of Global Business, Significance, Nature and Scope of Global Business, Modes of Global business-Global Business Environment- Social, Cultural, Economic, Political and Ecological factors.
2. **Theories of International Trade:** Types of trade theories- Mercantilism- Absolute and Comparative Advantage theories of International trade- Trading environment of International trade-Factor Proportion Theory- The Porter Diamond- Free Trade Vs Protection- Tariff and Non- tariff Barriers – Trade Blocks.
3. **Balance of Payments:** Concept- Components of BOP, and Disequilibrium in BOP- Causes for disequilibrium and Methods to correct the disequilibrium in Balance of Payments.
4. **Foreign Exchange Market:** Nature of transactions in foreign exchange market and types of players, Exchange rate determination, Convertibility of rupee-Euro currency market.
5. **World Trade Organization:** Objectives, Organization Structure and Functioning, WTO, International liquidity: Problems of liquidity; International Financial institutions- IMF, IBRD, IFC, ADB- Their role in managing international liquidity problems.

Book Recommended :

1. John Daniels, Lee Radebaugh, and Daniel Sullivan: *International Business Environments and Operations*, , 13th edition, Pearson education, 2011.

Reference Book:

1. Francis Cherunilam : *International Business Environment*, Himalaya Publishing House.

Paper Code : 242307	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	CONSUMER BEHAVIOR		

1. **Introduction:** Consumer Decision Making, Scope of Consumer Behavior Field- An Overview of Consumer Behavior, Marketing Applications of Consumer Behavior Theory- Theories and Models, Theoretical origins of Consumer Behavior-Using Models in Consumer Behavior Research- Basic Consumer Behavior Models- Marketing Applications of Consumer Behavior Model.
2. **Culture and the Consumer Behavior:** Cultural Settings- Defining Culture- Components of Culture- Useful Concepts of Cultural Analysis- Cross Cultural Research and Multinational Marketing-Adapting to a Cultural Perspective- Subculture- Concept- Ethnic

and Religious Subcultures- Regional Subcultures- Subcultures of the Aging- The Singles Subculture- Subculture of Poverty.

3. **Social Organization and Reference Groups:** Society and the Consumer- Socialization- Reference Groups- Reference Group Norms and Conformity- Social Change-How Social Trends Will Affect Consumption.
4. **Social Class:** Investigating Social Class- Social Stratification- Research Models of Social Class-Are Classes Breaking Down? Life Style Differences in Social Class – Social Class and Buying Behavior.
5. **The Family:** Family Definition- Influences on Family Decision- Making- Children and Family Consumption- Useful Family Concepts in Marketing.
6. **Learning:** Learning and Experience- Behaviorist Versus Cognitive Learning Theory- Behavior Modification in Psychology and Marketing- Retention and Advertising Messages- Habit Formation and Brand Loyalty.
7. **Perception:** Types of Consumer Perception- Definition of Perception- Gestalt and Cognitive Theories of Perception- Models of Perception- Factors Determining Perception- Features of Perception Affecting Consumer Behavior.
8. **Motivation and Personality:** An Overview of Motivation- Motivation Research Methods- The Concept of Personality- Personality Theory- Personality in Consumer Behavior.
9. **Attitudes:** Influence of Attitudes- Understanding Attitude- Attitude Organization- Functions of Attitudes- How Attitudes are Measured –Attitude Theory and Consumer Research- Attitude Change- Cognitive Dissonance Theory- Multiattribute Theory.

Book Recommended :

1. Harold W. Berkmen and Christopher C. Gilson : *Consumer Behavior*, Kent Publishing Company.

Reference Book:

1. Leon G. Schiffman & L.L Kanuk & Others: *Consumer Behavior*, Prentice Hall of India Pvt. Ltd. New Delhi.

Paper Code : 242309	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :		SALES MANAGEMENT	

1. **Sales Management, Personal Selling, and Salesmanship:** Buyer-Seller Dyads- Diversity of Personal Selling Situations- Theories of Selling- Prospecting – Steps in Prospecting- Sales Resistance- Closing Sales- Conclusion.
2. **Determining Sales - Related Marketing Policies:**

Pro
duc

t Policies-What to Sell- Distribution Policies- Who to Sell- Pricing Policies- Conclusion.

3. **The Effective Sales Executive:** Nature of Sales Management Positions- Functions of the Sales Executive- Qualities of Effective Sales Executive – Relations with Top Management- Relations with Managers of Other Marketing Activities- Compensation Patterns for Sales Executives- Conclusion.
4. **The Sales Organization:** Purposes of Sales Organization- Setting up a Sales Organization- Basic Types of Sales Organizational Structures- Field Organization of the Sales Department- Centralization Vs Decentralization in Sale Force Management- Schemes for Dividing Line Authority in the Sales Organization- Conclusion.
5. **Motivating Sales Personnel:** Meaning of Motivation- Motivational “Help” from Management- Need Gratification and Motivation- Interdependence and Motivation- Motivation and Leadership- Motivation and Communications- Unionization of Sales Personnel – Conclusion.
6. **Controlling Sales Personnel:** Evaluating and Supervising: Standards of Performance- Relation of Performance Standard to Personal Selling Objectives- Recording Actual Performance- Evaluating- Comparing Actual Performance with Standards Taking Action- The Dynamic Phase of Control – Controlling Sales Personal Through Supervision- Conclusion.
7. **The Sales Budget:** Purposes of the Sales Budget- Sales Budget- Form and Content- Budgetary Procedure- Conclusion.
8. **Quotas:** Objectives in Using Quotas- Quotas, the Sales Forecast, and the Sales Budget- Types of Quotas and Quota – Setting Procedures- Administering the Quota System- Reasons for not Using Sales Quotas- Conclusion.
9. **Sales Territories:** The Sales Territory Concept- Reasons for Establishing or Revising Sales Territories- Procedures for Setting up or Revising Sales Territories- Deciding Assignment of Sales Personnel to Territories- Routing and Scheduling Sales Personnel- Conclusion.

Book Recommended :

1. R.R. Still, E.W. Cundiff, Norman A.P. : *Sales Management*, Prentice Hall of India Pvt. Govon Ltd; New Delhi.

Reference Book:

1. Mark W. Johnston, Greg W. Marshall : *Sales Force Management*, The McGraw Hill Education Pvt. Ltd, New Delhi.

Paper Code : 242311	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	BRAND MANAGEMENT		

1. **Fundamental Concepts of Marketing, Brand and Brand Management:** Marketing, Value, Satisfaction, Exchange, Marketing Mix, What is Brand? Marketing Process, Bottom line of branding Product etc.
2. **Brand and Brand Management:** Can anything be branded? Branding Challenges and opportunities, Brand equity concept, strategic brand management process.
3. **Customer-Based Brand Equity:** Brand Knowledge, Sources of brand equity, Strong brand, Brand building implications.
4. **Brand Positioning and Values:** Identifying and establishing brand positioning, Positioning guidelines, Defining and establishing brand values.
5. **Choosing Brand Elements to Build Brand Equity:** Criteria for Choosing brand elements, Options & tactics for brand elements.
6. **Designing Marketing Programs to Build Brand Equity:** New perspective on marketing, Product strategy, Pricing strategy, channel strategy.
7. **IMC To Build Brand Equity:** Information Processing model of Communication, Overview of Marketing communication options, Developing IMC Program.
8. **Leveraging Secondary Brand Knowledge To Build Brand Equity:** Conceptualizing the leveraging Process, Company, Co-branding, Licensing and Celebrity endorsement.
9. **Designing & Implementing Branding Strategies:** The brand product mix, Brand hierarchy, Designing a brand strategy.

Book Recommended :

1. Kevin Lane Keller : *Strategic Brand Management- Building, Measuring, and Managing Brand Equity*, . Prentice Hall, Inc. USA.

Reference Book:

1. Y.L.R Moorthi : *Brand Management*, Vikas, New Delhi

Paper Code : 242313	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	ENTREPRENEURSHIP DEVELOPMENT		

1. **Entrepreneur:** Evolution of the Concept of Entrepreneur; Characteristics of an Entrepreneur; Functions of an Entrepreneur; Types of Entrepreneur, Entrepreneur.
2. **Entrepreneurship:** Concept of Entrepreneurship; Growth of Entrepreneurship in Bangladesh; Role of Entrepreneurship in Economic Development.
3. **Factors Affecting Entrepreneurial Growth:** Environment for Entrepreneurship; Environmental Factors; Economic Factors; Non-Economic Factors; Government Actions.
4. **Entrepreneurial Motivation:** Motivation; Motivational Theories; Motivating Factors; Achievement Motivation.
5. **Entrepreneurial Competencies:** Meaning of Entrepreneurial Competence or Trait; Major Entrepreneurial Competencies; Developing Competencies.
6. **Entrepreneurial Mobility:** Factors Influencing Mobility; Occupational Mobility; Locational Mobility.
7. **Small Enterprises:** Characteristics; Rationale; Scope, Opportunities for an Entrepreneurial Career, Role of Small Enterprises in Economic Development.
8. **Project Identification and Selection:** Meaning of Project. Project Identification, Project Selection, Formulation of a Project Report. Concept of Project Appraisal, Methods of Project Appraisal, Business Plan.
9. **Finance of Enterprises:** Financial Planning, Source of Finance, Capital Structure.
10. **Institutional Support to Entrepreneurs of Bangladesh:** Need for Institutional Support, Financial Institutions of Govt. and Non-Govt. of Bangladesh, Supply and Demand, side Analysis of Support and Assistance of Bangladesh, Govt. Policy and Programs for Small-Scale Enterprises.

Book Recommended :

1. S.S. Khanka : *Entrepreneurial Development*, S. Chand & Company, Ltd. New Delhi.

Reference Book:

1. Hisrich and Petteer : *Entrepreneurship*, McGraw Hill Boston.

Paper Code : 242315	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	BANGLADESH ECONOMICS		

- Structure of Bangladesh Economy:** Characteristics and Salient Features of Bangladesh Economy-Change in the Economic Structure over Time.
- Agriculture and Rural Development:** Land Ownership Tenancy. Market and Land Operation Distribution; Cropping Practices and Cropping Intensity; HYV and Its Implication; Rural Development Institutions and Strategy of GOB and NGO; Investment Pattern in the Rural Economy; Problems of Agrarian Economy and Prospects of Its Development.
- Industrial Sector:** Role of the Industrial Sector for Economic Development of Bangladesh; Relative importance of Small, Medium and Large Scale Manufacturing Industries-Nationalization vs. Privatization- Role of Development Finance Institutions – Credit Policy- Debt Default- Sick Industries- Evaluation of the Industrial Policies- 1972 Nationalization Act, 1982 NIP; 1986, NIP- Recent Policy Changes.
- Infrastructure and Trade:** Role of Infrastructure for the Economy of Bangladesh- Structure of Imports to and Exports from Bangladesh- Terms of Trade-Trends in Balance of Payments Position-Export Incentives-Liberalization, Decontrol and Deregulation of Trade-Impacts and Consequences.
- Business Environment and Bangladesh Economy:** The Nexus between the Different Elements of Business Environment existing in Bangladesh and her Economic Performance-Role of the above Elements for Development of Entrepreneurship – Constraints of Entrepreneurial Development in Bangladesh – Changes in Business Environment in the light of Recent Policy Changes – Denationalisation and Privatisation- Mixed Economy- Free Market Economy.
- Planning Experience in Bangladesh:** Objectives of Planning- Types of Planning- Five Year Development Plans and Annual Development Plans –Allocation of Resources – Perspective Plan- Problems of Implementation of Plans in Bangladesh- Sustainable Development- Conservation of Energy – Environmental Protection.

Books Recommended :

1. Khan, A.R. And M. Hossain : *Development Strategy for Bangladesh*
2. Islam, Nurul : *Development Planning in Bangladesh*
3. Anu Mahamood : *Inside of Bangladesh Economy*
4. Plan Documents Five Year, Annual and Perspective Plans
5. Statistical Year Book for Bangladesh.

Paper Code : 242317	Marks : 100	Credits : 4	Class Hours : 60 hrs.
Paper Title :	MARKETING RESEARCH		

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

2. **Defining the Marketing Research Problem and Developing on Approach:** The Process of Defining the Problem, Developing an Approach to the Problem, Tasks Involved, Environmental Context of the Problem, Management Decision Problem and Marketing Research Problem, Defining the Marketing Research Problem, Components of the Approach.
3. **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.
4. **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.
5. **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.
6. **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.
7. **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 Scales, 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.
8. **Questionnaire and Form Design:** Questionnaires 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; Observational Forms.
9. **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 Approaches to Determining Sample Size, The Confidence Interval Approach, Multiple Characteristics and Parameters, Adjusting the Statistically Determined Sample Size.

Book Recommended :

1. Naresh K. Malhotra : *Marketing Research*, Prentice Hall Inc. New York.

Reference Book:

1. David A. AAKER, V. Kumar : *Marketing Research*, Weily Student Edition
George S. Day

Paper Code : 242318	Marks : 100	Credits : 4	
Paper Title :	Viva-Voce		