

## Syllabus Outline & Content

- Course Code** : PMKT 51014
- Title** : Managerial Aspects of Marketing
- Status** : Core
- Learning Outcomes** : At the completion of this course unit, the student will be able to:
1. Apply marketing theories in managerial level at the organization.
  2. Analyze, formulate and execute the tactical strategies effectively in dynamic marketing environment.
- Course Contents** : Organizing marketing process, industry analysis, managing information marketing, analyzing value chain, organizational buying behavior, segmenting, targeting and positioning, analyzing marketing opportunities, product and brand strategies, pricing strategies, managing distributional operation, marketing promotion, managing people, process and physical evidence, execution and controlling of marketing operations.
- Method of Teaching and Learning** : Lectures, class room discussions and case studies
- Assessment** : Group project, presentation and end semester examination.
- Recommended Reading** :
1. Philip Kotler & Gary Armstrong(2006) "*Principles of Marketing*", Prentice Hall of India
  2. Philip Kotler(2000),"*Marketing Management*", Millennium edition, Prentice Hall of India
  3. Philip Kotler & Keller K.L. (2006),"*Marketing Management*", 12<sup>th</sup> edition, Prentice Hall of India
  4. Armstrong G.(2007),"*Principles of Marketing*", 12<sup>th</sup> edition, Prentice Hall of India

- Course Code** : PMKT 51024
- Title** : Contemporary Consumer Behavior
- Status** : Compulsory
- Learning Outcomes** : At the completion of this course unit, the student will be able to:
1. Describe how buyers perceive products/services and what influences the decision making process in the modern business environment;
  2. Explain the relationship between psychological forces and consumer behavior and their impact on current marketing activities; and
  3. Use relevant models to explain the buying decision process of consumers.
- Course Contents** : An overview of consumer behavior, models of consumer behavior, social and cultural variables in consumer behavior, psychological variables in consumer behavior, interpersonal variables of buyer behavior, different aspect of consumer decision process, information processing and consumer risk taking.
- Method of Teaching and Learning** : Lectures, tutorials, presentations and assignments
- Assessment** : End semester examination and assignments
- Recommended Reading** :
1. Schiffman G.Leon and Kanuk Leslie Lazar (2007), "*Consumer Behaviour*", 9<sup>th</sup> edition, Prentice Hall of India Private Ltd, .New Delhi.
  2. Solomon R. Michel (2007), "*Consumer Behavior*", 7<sup>th</sup> edition, Allyn and Bacon Publications.
  3. Rabot(2006), "*Consumer Behavior in Fashion*", Prentice Hall (Higher Education Division, Pearson Education)
  4. Paul Peter J.(2007), "*Consumer Behavior and Marketing Strategy*", Contributor Olson, McGraw-Hill/Irwin
  5. Chaudhuri A.(2006), "*Emotion and Reason in Consumer Behavior*", Elsevier

**Course Code** : PMKT 51034  
**Title** : Services & Retail Marketing  
**Status** : Compulsory

**Learning Outcomes** : At the completion of this course unit, the student will be able to:

1. Build an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services.
2. Practice service marketing strategies and tactics to build better services brands.
3. Recognize the role of retail marketing as an integrated strategic tool in activations of the brand.
4. Formulate retail strategies according to the given retail context and design retail structures.

**Course Contents** : Introduction to Services Marketing, Understanding Service Quality: SERVQUAL model, Managing Service Quality: Complaint Management, Service Recovery, Customer Relationship Marketing, Managing Customer Loyalty, Service Quality Research, Services Branding, Introduction to Retail marketing, Situational Analysis for Retail Institutions, Retail Customer Evaluations, Choosing a Store Location, Customer Experience Management, Integrating and Controlling a Retail Strategy.

**Method of Teaching and Learning** : Lectures, tutorials, case studies, group activities, presentations and assignments.

**Assessment** : End semester examination and assignments.

**Recommended Readings:**

1. Lovelock C.H., Wirtz J. and Chatterjee J. (2010), "Services Marketing-People, Technology, Strategy: A South Asian Perspective", 9<sup>th</sup>edition, Dorling Kindersley (India) Pvt. Ltd, New Delhi.
2. Gremler D., BitnerM.J and ZeithamIV.A. (2012), "Services Marketing, Integrating Customer Focus across the Firm", 6<sup>th</sup>edition, McGraw-Hill, New Delhi.
3. Lovelock C. H. and WirtzJ. (2010), "Services Marketing", 7th edition, Prentice Hall, New Jersey, USA.

4. JauhariV. and Dutta K. (2012), “Services Marketing, Operations, and Management”, Oxford University Press, New Delhi.
5. McGoldrick. Peter, (2002), "Retail Marketing", 2<sup>nd</sup>Edition, McGraw Hill.
6. Barry Berman. and Joel R. Evans. (2001), “Retail Management: A strategic Approach”, Prentice Hall.
7. Cox R. and BrittainP., (2004),"Retailing: An Introduction ", 5<sup>th</sup> edition, Prentice Hall.
8. Levy. M. and WeitzB. (2007) “Retailing Management”, 6<sup>th</sup>edition. New York: McGraw-Hill Irwin.

- Course Code** : PMKT 51053
- Title** : Strategic Management Accounting
- Status** : Core
- Learning Outcomes** : At the completion of this course unit, the student will be able to:
1. To identify and appreciation strategic management accounting techniques from a marketing context; and
  2. Develop abilities to apply strategic management accounting techniques in appraising business opportunities.
  3. Application of strategic management accounting tools in evaluating performance.
- Course Contents** :  
Traditional vs Modern management accounting techniques and their application from a marketing context. Strategic management accounting tools (ABM, Life cycle costing, Kaizen costing, Product/customer profitability analysis, Balance scorecard, benchmarking & etc) and their application. Investment decision making (Including financing, relevant information identification, and analytical tools) & project control. Strategic performance evaluation (decentralization & related performance measures).
- Method of Teaching and Learning** : Lectures, tutorials and class room activities
- Assessment** : End semester examination and assignment.
- Recommended Reading** :
1. Drury C.(2004),“*Management and Cost Accounting*”, 5<sup>th</sup> edition, Thomson publications.
  2. Atkinson A A. ,Kaplan R S. (2005),“*Advance Management Accounting*”, 3<sup>rd</sup> edition, Pearson Education

- Course Code** : PMKT 52064
- Title** : Cotemporary Marketing Strategies
- Status** : Core
- Learning Outcomes** : At the completion of this course unit, the student will be able to:
1. Appraise the contributions of marketing management to corporate management and Strategy;
  2. Explain the role of the marketing plan within the context of the organizations strategy and culture and to craft strategies effectively;
  3. Execute and evaluate the marketing strategies and tactics to meet objectives efficiently and effectively.
- Course Contents** : Analyzing marketing environment, competitor analysis, customer analysis, assessing opportunities, understanding and developing strategies, strategy execution, managing the marketing mix, tactical planning, strategic evaluation & control.
- Method of Teaching and Learning** : Lectures, classroom presentations and assignments .
- Assessment** : End semester examination, field visits, presentations and assignments.
- Recommended Reading** :
1. Wilson R., Gilligon M., and Pearson D., (2004), *“Strategic Marketing Management”*, 2<sup>nd</sup> edition, Butterworth and Heinemann.
  2. Salli Dibb, (2005), *“Marketing: Concepts and Strategies”*, Oxford Press.
  3. Roger J. Best (2005), ISBN 0-13-146956-8, *“Market-Based Management: Strategies for Growing Customer Value and Profitability”*, 4<sup>th</sup> edition.
  4. David W. Cravens and Nigel F. Piercy, (2009), *“Strategic Marketing”* (9<sup>th</sup> Edition), McGraw-Hill Higher Education.
  5. David W. Carvens and Nigel F. Piercy, (2006), *“Strategic Marketing”*, 8<sup>th</sup> ed., McGraw-Hill,

- Course Code** : PMKT 52084
- Title** : Marketing Research Project
- Status** : Core
- Learning Outcomes** : At the completion of this course unit, the student will be able to:
1. Design efficient and effective researches that provide solutions for problems and opportunities in pertained to organizational and business environmental perspectives;
  2. Interpret and apply research results for managerial decisions;
  3. Execute a research project based on managerial issue or opportunity to produce effective and practical solutions in dynamic business environment.
- Course Contents** : Nature and scope of marketing research, marketing information system and marketing research, fundamentals of research methodology, effectiveness of marketing researches, marketing research process, analyzing business cases, recognizing business models, designing business related projects, execution of business project solutions, assessing effectiveness of business model execution.
- Method of Teaching and Learning:** Lectures, tutorials and discussions of research articles and business case studies
- Assessment** : End semester examination, research project report and viva presentations (Research Project Report: 30%, VIVA 20% and End Semester Examination 50%)  
*{ Students are supposed to undertake a business research project to provide hands on solutions for solving a business management related case , and VIVA will be held to assess the effectiveness of content referring to real life scenario }*
- Recommended Reading** :
1. Malhotra Naresh K., Peterson Mark (2005), "*Basic Marketing*", 2<sup>nd</sup> International edition, Prentice-Hall Publishers

2. Malhotra Naresh K.(2005), “*Marketing Research: An Applied Orientation*”, 5<sup>th</sup> edition, Prentice-Hall Publishers
3. McDaniel Carl Jr., Gates Roger(2005),” *Marketing Research Essentials*”, 6<sup>th</sup> edition, Wiley Publishers
4. Clow, K. and Baack, E.(2011), "Cases in Marketing Management", SAGE Publications
5. Kerin, R. and Peterson, R. (2012), "Strategic Marketing Problems", 13<sup>h</sup>edition, Prentice Hall.



<b>Course Code</b>	: PMKT 52074
<b>Title</b>	: Brand Management
<b>Status</b>	: Core
<b>Learning Outcomes</b>	: At the completion of this course unit, the student will be able to: <ol style="list-style-type: none"><li>1. Design strategically comprehensive branding building decisions ;</li><li>2. Analyze and formulate sustainable branding strategies in a dynamic marketing environment;</li><li>3. Execute integrated brand building plans to enhance brand performances.</li></ol>
<b>Course Content</b>	: Introduction to branding, what is in a name, market space and scope, brand consumerization and value proposition, strategic brand positioning and sensing, branding and brand strategies on industrial vs. consumer branding, brand architecture, brand templates and brand personality, integrating brand values, building a corporate brand. branding and IMC, brand templates and differentiation, models for measuring brand equity and brand, developing brand building plan, outlining of brand development profile.
<b>Method of Teaching and Learning</b>	: Lectures, class room discussions and case studies
<b>Assessment</b>	: End semester examination and group simulation game {Students are supposed to develop a brand building plan and to participate for the simulation game presentation at the end of the course unit}.
<b>Recommended readings</b>	: <ol style="list-style-type: none"><li>1. Keller,L.(2006), "<i>Strategic Brand Management-Building, Measuring And Managing Brand Equity</i>",2<sup>nd</sup> edition.</li><li>2. Chartony L and Mcdonald M.(1998),"<i>Creating Powerful Brands</i>" 2<sup>nd</sup> edition,B&amp;H.</li><li>3. Chartony L.(2006),"<i>From Brand Vision to Brand Evaluation</i>",2<sup>nd</sup> edition, B&amp;H</li><li>4. "<i>Harvard Business Review On Brand Management</i>"(1999), Harvard Business School.</li><li>5. Kevin Lane Keller, (2003), <i>Strategic Brand Management</i>, Prentice Hall.</li></ol>

<b>Course Code</b>	: PMKT 52093
<b>Title</b>	: Digital Marketing Strategy
<b>Status</b>	: Elective
<b>Learning Outcomes</b>	: At the end of the course unit students should be able to; <ol style="list-style-type: none"><li>1. apply relevant tools and concepts to design and implement digital marketing plan</li><li>2. identify success factors from global and local digital marketing practices</li><li>3. produce social digital marketing reports with the help of appropriate tools</li><li>4. develop behavioral targeted digital marketing campaign for a selected small and medium size organization</li></ol>

<b>Course Content</b>	: Branding in Digital Age; Paid Media, Own Media, and Earned Media, Digital Marketing touch Points, Building Digital Brands and Supporting Existing Brands, Display Advertising Campaign, Performance Marketing: key word strategy, affiliated marketing, analytics strategy, consumer profiles and segmentation, Social Media Marketing: different social media platforms, social media monitoring, sentiment analysis, social media brand audit, online reputation management, E-commerce: ecommerce business models, payment models, viability of existing payment models, Challenges of Digital Marketing: challenges faced by business, ethics and privacy issues, laws applicable in online marketing in Sri Lanka. Digital Marketing Plan: steps of digital marketing plan, planning a digital strategy for selected organization.
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**Method of Teaching and Learning** : Lectures, class room discussions and case studies

**Assessment** : End semester examination, group and individual assignments

**Recommended Reading** :

1. Clifton, B. (2010), "Advanced Web Metrics with Google Analytics", Wiley Publishing.
2. Hansen, D. L., Shneiderman, B. and Smith, M.A. (2011), "Analysing Social Media Networks with

NodeXL: Insights from a Connected World”, Elsevier Inc.

3. Harden, L. and Heyman, B. (2009) "Digital Engagement: Internet Marketing That Captures Customers and Builds Intense Brand Loyalty".
4. Mortensen, D.(2009), “Yahoo! Web Analytics Tracking, Reporting, and Analysing for Data-Driven Insights”, Wiley Publishing.
5. Rigby, D.(2011), “The Future of Shopping, Harvard Business Review”.
6. Ryan, D. and Jones, C. (2009), “Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation”, Kogan Page Publishing.

- Course Title** : International Trade & Marketing
- Course Code** : PMKT 52103
- Type/Status** : Elective
- Course Objectives** : At the end of the course unit, students should be able to;
1. Understanding the fundamentals of international trade to plan and execute international trade operations effectively;
  2. Ability to appraise strategic aspects international marketing opportunities in the context of international business environment.
- Course Contents** : Theory of International Trade (Historical development of international trade theory from Adam Smith to today in an attempt to understand why nations trade, how they trade, how and why trade patterns shift, and what macroeconomic and microeconomic effects trade has on an economy). International Trade Policy (Arguments for and against the regulation of trade and the tools and institutions of trade policy, special emphasis will be placed on current trade issues and the problems of economic integration). The Theory of International Finance (The key concepts here are the Open economic policies, Balance of Payments (BoP), and the foreign exchange (FX) rate, and their relationship is explored in the context of recent economic developments). Exploiting international marketing opportunities (International opportunity analysis and marketing research, International market segmentation and selection of target markets, Product positioning and product differentiation, Pricing policies and decisions, Distribution logistics in international trade).
- Methodology** : Lectures, Tutorials, and Assignments
- Scheme of Evaluation** : End of semester examination and assignments

**Recommended Reading** :

1. Paul Krugman & Maurice Obstfeld, "*International Economics: Theory and Policy*", 6th Edition, Addison Wesley.
2. Lamont Douglas (1998), "*Global Marketing*", 1<sup>st</sup> Edition, Efficient Offset Printers.
3. Thakur Devendra (1995), "*Export Marketing*", 1<sup>st</sup> Edition, Deep & Deep Publications.
4. Philip R. Cateora and John L. Graham, (2007) "*International Marketing*", 13<sup>th</sup> Edition, by (McGraw Hill).

<b>Course Code</b>	: BMKT 52113
<b>Title</b>	: Organizational Behavior
<b>Status</b>	: Elective
<b>Learning Outcomes</b>	: At the completion of this course unit, the student will be able to:  <ol style="list-style-type: none"><li>1. Explain theoretical aspects of organizational behavior; and</li><li>2. Apply relevant concepts and theories to explain the workers behavior in an organization.</li></ol>
<b>Course Content</b>	: Introduction to organizational behavior, process of organizational behavior, personality and attitudes, motivational needs and process, dynamics of organizational behavior, positive decision making process, stress and conflicts, managing and leading for high performance, emotional intelligence.
<b>Method of Teaching and Learning</b>	: Lectures, class room discussions, case studies and presentations.
<b>Assessment</b>	: End semester examination and assignments.
<b>Recommended Reading</b>	: <ol style="list-style-type: none"><li>1. Fred Luthans(2005), "<i>Organizational Behavior</i>", 10<sup>th</sup> edition, McGraw Hill, International edition.</li><li>2. McGrath E.H.(2006), "<i>Basic Managerial Skills for All</i>". 7<sup>th</sup> edition, Prentice Hall.</li></ol>