

# Course Plan

## Master of Business Administration (MBA)

Effective from the Academic Session 2019 - 2020

Year	Course No.	Course Title
MBA Program 1 <sup>st</sup> Semester	MKT-511	Advanced Marketing Management
	MKT-512	Marketing Analytics
	MKT-513	Non-Profit & Social Marketing
	MKT-514	Business Marketing
	MKT-515	Strategic Marketing
MBA Program 2 <sup>nd</sup> Semester	MKT-521	Advanced Marketing Research
	MKT-522	Relationship Marketing
	MKT-523	Digital Marketing
	MKT-524	Marketing Thoughts
	MKT-525	Strategic Management

NB : At MBA level 10 courses will be offered out of 14 courses

### Optional Courses :

1. MKT-526: Public Relations and Publicity
2. MKT-527: Micromarketing
3. MKT-528: Change Management
4. MKT-529: Bangladesh Economics

## **Course No. MKT-511: Advanced Marketing Management**

### **Course Description**

This course focuses on advanced and sophisticated marketing tools, techniques, strategies and models, and their applications to analyze marketing problems and take objective decisions to solve these problems. This course also covers some contemporary cases, relevant articles, and application of decision-making models. On completion of this course, students can acquire the knowledge and skills required to develop, implement, and control successful marketing strategies.

### **Contents**

**Setting Product Strategy:** Product Characteristics and Classifications, Differentiation, Design, Luxury Products, Environmental Issues, Product and Brand Relationships, Packaging, Labeling, Warranties, and Guarantees.

**Designing and Managing Services:** The Nature of Services, The New Services Realities, Achieving Excellence In Services Marketing, Managing Service Quality, Managing Product-Support Services.

**Introducing New Market Offerings:** New-Product Options, 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, The Consumer-Adoption Process.

**Developing Pricing Strategies and Programs:** Understanding Pricing, Setting the Price, Adapting the Price, Initiating and Responding to Price Changes.

**Designing and Managing Integrated Marketing Channels:** Marketing Channels and Value Networks, The Role of Marketing Channels, Channel-Design Decisions, Channel-Management Decisions, Channel Integration and Systems, E-Commerce Marketing Practices, M-Commerce Marketing Practices, Conflict, Cooperation, and Competition.

**Managing Retailing, Wholesaling, and Logistics:** Retailing, Private Labels, Wholesaling, Trends in Wholesaling, Market Logistics.

**Designing and Managing Integrated Marketing Communications:** The Role of Marketing Communications, Marketing Communications Mix, How Do Marketing Communications Work?, Developing Effective Communications, Selecting the Marketing Communications Mix, Managing the Integrated Marketing Communications Process.

**Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations:** Developing and Managing an Advertising Program, Sales Promotion, Events and Experiences, Public Relations.

**Managing Digital Communications: Online, Social Media, and Mobile:** Online Marketing, Social Media, Word of Mouth, Mobile Marketing.

**Managing Personal Communications: Direct and Database Marketing and Personal Selling:** Direct Marketing, Customer Databases and Database Marketing, Designing the Sales Force, Managing the Sales Force, Principles of Personal Selling.

**Managing a Holistic Marketing Organization for the Long Run:** Trends in Marketing Practices, Internal Marketing, Socially Responsible Marketing, Marketing Implementation and Control, The Future of Marketing.

**Marketing Ethics:** Introduction to Ethics, Deontology, Difference among Ethics, Morality and

Law, Teleology, Marketing: An Ethical Framework, Responsibility for Products: Safety and Liability, Responsibility for Products: Advertising and Sales, Ethical Issues in Advertising, Marketing Ethics and Consumer Autonomy, Marketing to Vulnerable Populations, Supply Chain Responsibility, Sustainable Marketing.

**Relevant Cases:** Relevant cases will be offered during each lesson.

**Textbooks:**

- (1) Philip Kotler and Kevin Lane Keller, *Marketing Management*, Pearson Education Limited. (16<sup>th</sup> Edition)
- (2) Laura P. Hartman, Joe DesJardins, Chris MacDonald, *Business Ethics: Decision Making for Personal Integrity and Social Responsibility*, McGraw-Hill Irwin. (3<sup>rd</sup> Edition)

## **Course No. MKT-512: Marketing Analytics**

### **Course Description**

Marketing analytics is a practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize the return on investment. This course will enable students to make data-driven decisions rather than decisions that are intuitive or based on observation alone. Students will, therefore, learn to turn their theoretical knowledge into actions.

### **Contents**

**Introduction:** Big-data and Marketing Analytics, AI and Machine Learning for Business, Business Intelligence.

**Analytics in Advertising:** Measuring the Effectiveness of Advertising, Media Selection Models, Pay per Click (PPC) Online Advertising.

**Analytics in Consumer Behavior:** Analyzing Consumer Big data, Quantifying Consumer Behavior, Predicting Consumer Behavior through Machine Learning Algorithms.

**What do Customers Want?** Conjoint Analysis, Logistic Regression, Discrete Choice Analysis.

**Customer Value:** Calculating Lifetime Customer Value, Using Customer Value to Value a Business, Customer Value, Monte Carlo Simulation, and Marketing Decision Making, Allocating Marketing Resources between Customer, Acquisition and Retention.

**Analytics in Market Segmentation:** Cluster Analysis, Collaborative Filtering, Using Classification Trees for Segmentation.

**Analytics in Pricing:** Estimating Demand Curves and Using Solver to Optimize Price, Price Bundling, Nonlinear Pricing, Price Skimming and Sales, Revenue Management.

**Forecasting:** Simple Linear Regression and Correlation, Using Multiple Regression to Forecast Sales, Forecasting in the Presence of Special Events, Modeling Trend and Seasonality, Ratio to Moving Average Forecasting Method, Winter's Method, ARIMA Method, Using Neural Networks to Forecast Sales, Using S Curves to Forecast Sales of a New Product.

**Analytics in Retailing:** Market Basket Analysis and Lift, RFM Analysis and Optimizing Direct Mail Campaigns, Using the SCAN\*PRO Model and Its Variants, Allocating Retail Space and Sales Resources, Forecasting Sales from Few Data Points.

**Analytics in Social Media Marketing:** Monitoring Social Networks, The Mathematics Behind the Tipping Point, Viral Marketing, Text Mining.

**Tools to be used:**

- (1) SPSS/Minitab/R: for statistical analysis
- (2) Microsoft Power BI: for data visualization & business intelligence
- (3) Azure ML Studio: for predictive analytics & decision making through machine learning algorithms.

**Textbooks:**

- (1) Gary L. Lilien, Arvind Rangaswamy, and Arnaud De Bruyn, *Principles of Marketing Engineering and Analytics*, DecisionPro. Inc. (3<sup>rd</sup> Edition)
- (2) Wayne L. Winston, *Marketing Analytics*, Wiley.

**Reference Books:**

- (1) Jerry Rackley, *Marketing Analytics Roadmap: Methods, Metrics, and Tools*, 2015.
- (2) Peter Gentsch, *AI in Marketing, Sales and Service*, Palgrave Macmillan, 2018.
- (3) Foster Provost & Tom Fawcett, *Data Science for Business*, O'Reilly, 2013.

**Course No. MKT-513: Non-Profit & Social Marketing****Course Description**

This course has two fold objectives: First, to build student's knowledge on how fundamental marketing principles and functions are applied in a nonprofit organization; second, to provide students knowledge based on the use of marketing principles to develop social marketing strategies and programs and to bring behavioral change for a social good.

In the first section, this course focuses on how non-profit organizations use marketing to publicize their mission and to gather contributions of time and money. As nonprofit organizations reach out to their target audiences, the application of marketing-mix principles and delivery of a value-proposition are essential to effective outcomes. The competitive environment of nonprofits including, cause-related marketing and profit ventures are covered in this course

In the second section, this course focuses on how social marketing can be used to promote merit goods, or to make a society to avoid demerit goods and thus promoting well-being of society. The proposed case based structure will help to learn how to apply key marketing principles to campaigns and efforts to improve health, decrease injuries, ensure safety and security, protect the environment, build communities, and enhance financial well-being.

**Contents****PART I (Non-profit Marketing)**

**The Growth and Development of Nonprofit Marketing:** The Nonprofit World, Why Study Nonprofit Marketing, Evolution of Nonprofit Marketing, The Uniqueness of Nonprofit Marketing, Variations within the sector, Ethical Challenges in the Nonprofit Marketing Sector.

**Developing a Target Audience:** Centered Mindset: The Boundaries of Marketing, The Evolution of the Marketing Mindset, Target-Audience Centered Orientations, Characteristics of Target-Audience Centered Marketing, How Far to Go in Adopting a Target-Audience Orientation.

**Strategic Marketing Plan:** Doing Marketing, Analyzing Organizational Mission, Objectives and Goals, Analyzing Organizational Culture, SWOT Analysis, Portfolio Planning, Core Marketing Strategy, Campaign Marketing Planning.

**Understanding Target Audience:** Behavioral Drivers- The BCOS Drivers, The Central Role of

Exchange and Value Propositions, Individual Behaviors, Highly Complex Decisions.

**Acquiring and Using Marketing Information:** Marketing Research in Nonprofit Organization, Organizational Knowledge Management, Conducting Marketing Research Studies.

**Segmentation, Targeting and Positioning:** Dividing up Markets, Alternative Segmentation Bases, Objective General Measures, Psychological Measures, Choosing among Market Segmentation Strategies, Measuring the Present Position, Positioning Alternatives.

**Branding:** Is Branding a Good Thing, Brands and Nonprofits, Branding Details, Campaign Branding

**Value Propositions:** Unique Challenges, The Value Propositions, Product Marketing, Services Marketing, Pure Behaviors.

**Developing and Launching New Offerings:** Offer Development, A Process for Developing New Offerings, Offer Life Cycle, Innovation and Adoption.

**Managing Perceived Cost:** The Nature and Role of Costs, The Duality of Costs, Cost Management, Setting Money Prices, Choosing Pricing Strategies, Promotional Pricing.

**Facilitating Marketing Behaviors:** The Nature and Role of Facilitation Plan, Components of a Channel Strategy, Occasion Strategies, Achieving Coordination and Control.

**Formulating Communication Strategies:** The Communication Process, Major Steps in Developing Effective Communication, Communication in Preparation Stage.

**Generating Funds:** Balancing Mission and Resources, Financial Recourses, Fundraising in the 2st Batch, Types of Individual Fundraising.

**Organizing for Controlling Marketing Strategies:** Introduction to Marketing- Pushing or Pulling, Marketing, Managing Multiple Nonprofits, Organizational Design.

## **PART II (Social Marketing)**

**Understanding social marketing and its planning process:** Defining and distinguishing social marketing, Brief history of social marketing, 10 steps in strategic marketing planning process.

**Segmenting, evaluating and selecting target audiences:** Steps of selecting target audiences, Variables used to segment markets, Criteria for evaluating segments, Approaches of selection, Ethical consideration.

**Setting behavior objectives and target goals:** Behavior objectives, Knowledge and belief objectives, Campaign evaluation, Ethical consideration in setting behavior objectives, Identifying barriers, benefits, motivators, the competition and influential others.

**Creating desired positioning:** Positioning defined, Positioning statement, Behavior, barriers, competitions and benefits focused positioning, Repositioning, How positioning related to branding.

**Creating a product platform:** Develop the social marketing product platform, Design thinking, Branding.

**Price:** Determining monetary and non-monetary incentives, Commitments and pledges, Setting prices for tangible goods and services.

**Place:** Develop the place strategy, Social franchising, Managing distribution channel

**Promotion:** Develop promotion strategy, Creative brief, Message strategy, Messenger strategy, Creative strategy, Pretesting, Selecting communication channel, Nontraditional and new communication channels, Product integration, Factors affecting channel decisions.

**Managing social Marketing programs:** Develop plan for monitoring and evaluation, 5‘W’ questions for measurement, establish budget and finding funding sources, Implementation planning.

**Textbooks:**

- (1) Andreason, A R. and Kotler, P., *Strategic Marketing for Nonprofits Organizations*, Pearson Education. (7<sup>th</sup> Edition).
- (2) Nancy, R. Lee and Philip, Kotler (2019). *Social Marketing: Behavior Change for Social Good*, SAGE Publications, Inc. (6<sup>th</sup> Edition)

**Case Books:**

- (1) M. Mercedes Galan-Ladero and Helena, M. Alves (2019). *Case studies in Social Marketing: A global Perspective*. Springer.
- (2) Debra, Z. Basil; Gonzalo, Diaz-Meneses and Michael, D. Basil (2019). *Social Marketing in Action: Cases from Around the World*. Springer.

**Course No. MKT-514: Business Marketing**

**Course Description**

This focuses on the comprehensive study of the nature and scope of industrial or business-to-business markets: product management, pricing, promotion, and distribution. This course also covers major activities involved in marketing of industrial goods, analysis of industrial market structures, habits and motives of industrial purchasers, types of industrial products, pricing problems, distribution channels, industrial marketing opportunities, and industrial competitive strategies.

**Contents**

**Introduction to Business Marketing.** The Importance of Business Marketing– How Business Marketing is Unique– Business Markets– The Entire System.

**The Character of Business Marketing.** The Magic of Markets– Beyond Market Coordination– Developing Relationships– A Model of Relationship Development– Safeguarding Relationships– Relationships in Larger Networks.

**The Purchasing Function.** The Importance of Purchasing– Purchasing Philosophy– Supplier Evaluation– Trends in Purchasing– Purchasing in Government– Ethics in Purchasing.

**Organizational Buyer Behaviour.** Theories in Use– People Make the Decisions– Reward-Measurement Theory– Behavior Choice Theory– Role Theory– Buying Determinants Theory.

**Market Opportunities.** Current and Potential Customers. Finding Opportunities–Market Segmentation– Segment Criteria Market Assessment Tools.

**Marketing Strategy.** Why a Strategy? Elements of Business Strategy– Developing Strategy– Understanding Competitive Pressures– Strategic Implications of the Five Competitive Forces– The Organizational Context for Competing– Organizational Learning and Memory.

**Weaving Marketing into the Fabric of the Firm.** The Fabric of the Firm– Market-Oriented Companies– Partnerships in Marketing– Marketing Orientation and Organizational Learning– The Learning Market-Oriented Individual.

**Developing and Managing Products: What Do Customers Want?** What is a Product? – Augmenting to Exceed Expectations– Managing Products– New Product Development– Success or Failure? Harvesting a Product.

**Business Marketing Channels: Partnerships for Customer Service.** What is the Marketing Channel? Types of Channel Intermediaries– Marketing Channel Design– Channel management: The Politics of Distribution– Relationship Forms in Channels.

**Integrating Marketing Communications.** Customer Relationship Management– The Customer Relationship Management Process– Integrated Marketing Communications Strategy– Budgeting for Communications.

**Communicating with the Market: Advertising, Public Relations, and Trade Shows.** Advertising to Business– Public Relations– Trade Show Marketing.

**IMC:The One-to-One Media. Direct Marketing– Lists– One-to-One Marketing Programs–** World-class Marketing on the WWW.

**Sales and Sales Management.** The Nature of Professional Selling– Sales’ Role in the Organization– Sales Strategies and Customer Relationships– Organization the Sales Force– Directing the Sales Force– Evaluating Performance.

**Pricing and Negotiating for Value.** The Principles and Principles of Price– Cutting to the Quick: The Scissors Factors of Price– The Nature of Competitive Markets– issues in Price Management– A Pricing System.

**Evaluating Marketing Efforts.** The Importance of Evaluating Marketing Efforts– Control Systems– Tools of Control– Using Control Systems.

**Customer Retention and Maximization.** Conquest and Aftermarketing– The Nature of a Customer– Retention Probability and Customer Value– Customer Relationship Management– Building Relationships– Building Relationships– Running Relationships– Strengthening Good Relationships.

**Textbook:** F. Robert Dwyer and John F. Tanner, Business Marketing: Connecting Strategy, Relationships, and Learning, McGraw-Hill. (4<sup>th</sup> Edition)

#### **Reference Books:**

- (1) Frank G. Bingham, Roger Gomes, and Patricia A. Knowles, Business Marketing, McGraw-Hill. (3<sup>rd</sup> Edition)
- (2) Alan Zimmerman and Jim Blythe, Business to Business Marketing Management - A global perspective, Routledge (2<sup>nd</sup> Edition)
- (3) U.C. Mathur, Business to Business Marketing, New Age International (P) Limited.

## **Course No. MKT- 515: Strategic Marketing**

### **Course Description**

Most companies around the world are confronted with unprecedented challenges and exciting opportunities in the twenty-first century. These days marketplace has become tremendously volatile and unpredictable due to escalating ever-fiercer global competition, turbulent markets, radical market changes, complex value requirements of consumers, new demands for superior performance, emergence of disruptive new technology, web-based new business models, and blurred industry boundaries. Thus, marketing strategy has become an inevitable enterprise-spanning responsibility with major bottom-line implications to achieve success in the face of escalating challenges.

The incredible needs for strategic marketing are demonstrated in the market-driven strategies of successful organizations competing in a wide array of market and competitive situations.

Providing superior customer value, leveraging distinctive capabilities, responding rapidly to diversity and change in the marketplace, developing innovation cultures, and recognizing global business challenges are demanding initiatives which require effective marketing strategies for gaining and sustaining a competitive edge. Strategic marketing examines the underlying logic and processes for designing and implementing market-driven strategies.

## **Contents**

**Foundations of Strategic Marketing Management:** Define an organization's business, mission, and goals, Identify and frame organization growth opportunities, Formulate product-market strategies, Formulate product-market strategies, Develop reformulation and recovery strategies, Draft a marketing plan, Emphasize marketing ethics and social responsibility.

**Financial Aspects of Marketing Management:** Define accounting and financial concepts useful in marketing management, Describe how pro forma income statements are prepared.

**Marketing Decision Making:** Describe each step in the decision-making process using the "DECIDE" method.

**Opportunity Analysis, Market Segmentation, and Market Targeting:** Identify, match, and evaluate opportunities available to an organization, Define the nature of a market, Describe the benefits and bases of, and the requirements for effective market segmentation, Construct an offering-market matrix, Describe the approaches to market targeting, Estimate market sales potential and profitability.

**Product and Service Strategy and Brand Management:** Explain the offering concept and offering mix portfolio, Describe how the marketing manager modifies the offering mix, Identify and describe the stages in the new-offering development process, Identify and describe the stages in the product life cycle, Explain the types of positioning strategies, Define the concepts of brand and brand equity, Describe how brand equity is created as well as its value to organizations, Explain the types of branding and brand growth strategies.

**Integrated Marketing Communication Strategy and Management:** Describe the practice and framework of integrated marketing communications, Explain the process of how buyers purchase an offering, Select the appropriate communication approach based on an offering's marketing strategy and life cycle, Describe the factors that influence the development of the integrated marketing communication mix, Compare a push versus a pull communication strategy, Describe the types of marketing websites, Identify the different approaches used to formulate a communications budget, Discuss the mechanisms for evaluating and controlling the marketing communication process.

**Marketing Channel and Supply Chain Strategy and Management:** Describe the nature of a marketing channel and their functions as intermediaries, Distinguish between traditional and electronic marketing channel designs, Identify the factors organizations use to select and manage a single or multiple marketing channel(s), Describe the role intermediaries have in the marketing channel selection process, Discuss how organizations modify marketing channel decisions.

**Pricing Strategy and Management:** Identify the factors that determine price, Describe how price is an indicator of demand, Explain the concept of price elasticity, Estimate the profit impact from changes in price, Describe the pricing strategies available to a marketing manager, Discuss how pricing is affected by competitive interactions.

**Blue Ocean Strategy:** Part One: Blue Ocean Strategy, Part Two: Formulating Blue Ocean Strategy, Part Three: Executing Blue Ocean Strategy.

**Articles and Cases** published in different journals.

**Textbooks:**

- (1) Roger A. Kerin and Robert A. Peterson, *Strategic Marketing Problems: Cases and Comments*, Pearson Inc. (13<sup>th</sup> Edition)
- (2) W Chan Kim and Renee Mauborgne, *Blue Ocean Strategy*.

**Course No. MKT-521: Advanced Marketing Research****Course Description**

This course covers model building, applications of advanced tools and techniques of data analysis including factor analysis, multiple regressions, conjoint analysis, discriminant analysis, MANOVA, structural equations modeling, etc. and decision making process. On completion of this course, students will be able to conduct any marketing research to identify the problems or derive the solutions to the problems a business organization faces.

**Contents****Section I: Review of Research Theory and Practice**

Research basics, Understanding Research Philosophies and Approaches, Structuring the Research Project, Research ethics, Finding and reviewing the literature, Questionnaire and Form Design.

**Methods and Model Building:** What Is Multivariate Analysis? Multivariate Analysis in Statistical Terms, Some Basic Concepts of Multivariate Analysis, Statistical Significance Versus Statistical Power, A Classification of Multivariate Techniques, Types of Multivariate Techniques, Guidelines for Multivariate Analyses and Interpretation, A Structured Approach to Multivariate Model Building, Key Terms.

**Section II: Understanding and Preparing for Multivariate Analysis****Cleaning and Transforming Data**

Introduction, Graphical Examination of the Data, Missing Data, Outliers, Testing the Assumptions of Multivariate Analysis, Incorporating Nonmetric Data with Dummy Variables, Key Terms.

**Factor Analysis**

What Is Factor Analysis? A Hypothetical Example of Factor Analysis, Factor Analysis Decision Process, Objectives of Factor Analysis, Designing a Factor Analysis, Assumptions in Factor Analysis, Deriving Factors and Assessing Overall Fit, Interpreting the Factors, Validation of Factor Analysis, Additional Uses of Factor Analysis Results, An Illustrative Example, Key Terms.

**Section III: Analysis Using Dependence Techniques****Simple and Multiple Regressions**

What Is Multiple Regression Analysis? An Example of Simple and Multiple Regressions, A Decision Process for Multiple Regression Analysis, Objectives of Multiple Regressions, Research Design of a Multiple Regression Analysis, Assumptions in Multiple Regression Analysis, Estimating the Regression Model and Assessing Overall, Interpreting the Regression Variate, Validation of the Results, Illustration of a Regression Analysis, Key Terms.

## **Conjoint Analysis**

What Is Conjoint Analysis? Hypothetical Example of Conjoint Analysis, The Managerial Uses of Conjoint Analysis, Comparing Conjoint Analysis with Other Multivariate Methods, Designing a Conjoint Analysis Experiment, The Objectives of Conjoint Analysis, The Design of a Conjoint Analysis, Assumptions of Conjoint Analysis, Estimating the Conjoint Model and Assessing Overall Fit, Interpreting the Results, Validation of the Conjoint Results, Managerial Applications of Conjoint Analysis, Choice-Based Conjoint: Adding another Touch of Realism, Overview of the Three Conjoint Methodologies, An Illustration of Conjoint Analysis, A Managerial Application: Use of a Choice Simulator, Key Terms.

## **Multiple Discriminant Analysis and Logistic Regression**

What Are Discriminant Analysis and Logistic Regression? Analogy with Regression and MANOVA, Hypothetical Example of Discriminant Analysis, The Decision Process for Discriminant Analysis, Objectives of Discriminant Analysis, Research Design for Discriminant Analysis, Assumptions of Discriminant Analysis, Estimation of the Discriminant Model and Assessing, Interpretation of the Results, Validation of the Results, A Two-Group Illustrative Example, A Managerial Overview, A Three-Group Illustrative Example, Logistic Regression: Regression with a Binary Dependent Variable, An Illustrative Example of Logistic Regression, A Managerial Overview, Key Terms.

## **MANOVA**

MANOVA: Extending Univariate Methods for Assessing Group Differences, A Hypothetical Illustration of MANOVA, A Decision Process for MANOVA, Objectives of MANOVA, Issues in the Research Design of MANOVA, Assumptions of ANOVA and MANOVA, Estimation of the MANOVA Model and Assessing Overall Fit, Interpretation of the MANOVA Results, Validation of the Results, Illustration of a MANOVA Analysis, Example 2: Difference Between  $K$  Independent Groups, Example 3: A Factorial Design for MANOVA with Two Independent Variables, A Managerial Overview of the Results, Key Terms.

## **Section IV: Analysis Using Interdependence Techniques**

### **Grouping Data with Cluster Analysis**

What Is Cluster Analysis? How Does Cluster Analysis Work? Cluster Analysis Decision Process Objectives of Cluster Analysis, Research Design in Cluster Analysis, Assumptions in Cluster Analysis, Deriving Clusters and Assessing Overall Fit, Interpretation of the Clusters, Validation and Profiling of the Clusters, An Illustrative Example, Employing Hierarchical and Nonhierarchical Methods, Key Terms.

### **MDS and Correspondence Analysis**

What Is Multidimensional Scaling? A Simplified Look at How MDS Works, Comparing MDS to Other Interdependence Techniques, A Decision Framework for Perceptual Mapping, Objectives of MDS, Research Design of MDS, Assumptions of MDS Analysis, Deriving the MDS Solution and Assessing, Interpreting the MDS Results, Validating the MDS Results, Issues in Validation, Overview of multidimensional Scaling, A Simple Example of CA, A Decision Framework for Correspondence Analysis, Overview of Correspondence Analysis, Illustrations of MDS and Correspondence Analysis, A Managerial Overview of MDS Results, Key Terms.

## **Section V: Structural Equations Modeling**

### **SEM: An Introduction**

What Is Structural Equation Modeling? SEM and Other Multivariate Techniques, The Role of Theory in Structural Equation Modeling, A Simple Example of SEM, Six Stages in Structural Equation Modeling, Defining Individual Constructs, Developing and Specifying the Measurement Model, Designing a Study to Produce Empirical Results Assessing Measurement Model Validity, Specifying the Structural Model, Assessing the Structural Model Validity, Key Terms.

### **Applications of SEM**

#### **Part 1: Confirmatory Factor Analysis**

CFA and Exploratory Factor Analysis, A Simple Example of CFA and SEM A Visual Diagram SEM Stages for Testing Measurement Theory Validation with CFA, Defining Individual Constructs, Developing the Overall Measurement Model, Designing a Study to Produce Empirical Results, Assessing Measurement Model Validity, CFA Illustration

#### **Part 2: What Is a Structural Model?**

A Simple Example of a Structural Model, An Overview of Theory Testing with SEM, Stages in Testing Structural Theory, Specifying the Structural Model, Assessing the Structural Model Validity, SEM Illustration

#### **Part 3: Extensions and Applications of SEM**

Multiple Groups Analysis, Measurement Bias, Relationship Types: Mediation and Moderation Longitudinal Data, Partial Least Squares

**Textbook:** Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis: A Global Perspective*. Pearson Global Edition. (7<sup>th</sup> Edition)

#### **Reference Books/Materials:**

- (1) Walliman, N. (2017). *Research methods: The basics*. Routledge. (Routledge is an imprint of the Taylor & Francis Group)
- (2) Malhotra, N. K., & Peterson, M. (2001). *Marketing research in the new millennium: emerging issues and trends*. *Marketing Intelligence & Planning*, 19(4), 216-232.
- (3) Joseph Hair, Jr., Robert Bush, and David Ortinau, *Marketing Research*, McGraw-Hill/Irwin. (4<sup>th</sup> Edition)
- (4) Amaratunga, D., Baldry, D., Sarshar, M., & Newton, R. (2002). *Quantitative and qualitative research in the built environment: application of "mixed" research approach*. *Work study*, 51(1), 17-31.
- (5) Cronin, P., Ryan, F., & Coughlan, M. (2008). *Undertaking a literature review: a step-by-step approach*. *British Journal of Nursing*, 17(1), 38-43.
- (6) Carnwell, R., & Daly, W. (2001). *Strategies for the construction of a critical review of the literature*. *Nurse education in practice*, 1(2), 57-63.
- (7) Timmins, F., & McCabe, C. (2005). *How to conduct an effective literature search?* *Nursing standard*, 20(11), 41-47.
- (8) Brace, I. (2018). *Questionnaire design: How to plan, structure and write survey material for effective market research*. Kogan Page Publishers.

## **Course No. MKT-522: Relationship Marketing**

### **Course Description**

The success of any company largely depends on the success of marketing and the success of marketing depends on relationships with customers as well as with all other stakeholders. The better the relationship the better the success of a company. Customers are the key constituents for an organization. Therefore, the main focus of any kind of organizations is to acquire, retain, and enhance the relationship with the customers. These jobs are successfully done by the practice of relationship marketing. To this end, relationship marketing reflects a strategy and process that integrate customers, suppliers, and other partners into the company's design, development, manufacturing and sales processes.

### **Contents**

#### **Part I Relationships**

**100 Years of Marketing :** Key issues, Introduction, The early days, Modern marketing.

**Relationships in marketing:** Key issues, Introduction, Relationship marketing, Influences on relational strategy development, RM development, Antecedents of RM, The development of RM, Towards a definition of RM.

**Relationships:** Key issues, Introduction, Relationships, Relationship loyalty, Constrained relational development. Relationships in context, Case study: The art of the soft sell.

**Relationship economics:** Key issues, Introduction, Relationship economics, Customer acquisition, Customer retention, Acquisition and retention costs, Economics of retention strategies, Relationship stages, Marketing reality, Lifetime value, Switching costs, Relationship longevity, Knowing your customer, The validity of relationship economics, Case study: Get fat on chat.

**Strategy continuum:** Key issues, Introduction, RM in context, RM/TM continuum, Marketing implications, Continuum drivers, Case study: Understanding and addressing your client's needs.

**Relationship drivers:** Key issues, Introduction, Risk, salience and emotion, Trust and commitment, Perceived need for closeness, Customer satisfaction, Case study: Find a way into the hearts of customers.

#### **Part II The Core firm and Its Relationships**

**Customer partnerships:** Key issues, Introduction, Customer focus, Services, Service industries, Customer service, Building customer relationships, Profit chains, Case study: Where customers go to praise (or bash) you.

**Internal partnerships:** Key issues, Introduction, Customer–employee interface, Theory development, The internal market, The functional interface, Human resources, Climate and culture, Employee retention and loyalty, Empowerment, Operationalizing empowerment, Internal marketing implementation, Conclusion, Case study: Resetting the sun.

**Supplier partnerships:** Key issues, Introduction, Supplier partnerships, Business-to-business relationship research, Business relationships, Partnering, Culture gap, Partnership costs and benefits, Power, The downside of B2B partnerships, Case study: How to...choose the perfect partner.

**External partnerships:** Key issues, Introduction, Horizontal partnerships, Relationship research, Networks and collaborations, Networks, Collaboration types, Developing collaborative relationships, Downsides, Other relationships, Conclusion.

#### **Part III Managing and controlling the relationship**

**Relationship management:** Key issues, Introduction, Relationship management, The marketing plan, Managing relationships, Criticisms of RM, Case study: A decisive edge.

**Relationship technology:** Key issues, Introduction, Manufacturing/Service delivery technology, Information technology, Technology and marketplace relationships, Case study: Social networks; cash cow or corporate headache?

**Conceptual developments:** Key issues, Introduction, RM research, Customer relationship management, Social marketing, Service-dominant logic, Conclusions.

**Textbook:** John Egan, *Relationship Marketing - Exploring Relational Strategies in Marketing*, Pearson Education. (4<sup>th</sup> Edition)

#### **Reference Books:**

- (1) Strategic Customer Management-Integrating Relationship Marketing and CRM, First Edition, By Adrian Payne & Pennie Frow, CMBRIDGE, University Press.
- (2) The Relationship Marketer-Rethinking Strategic Relationship Marketing, Second Edition, BY- V. Seren Hougaard & Mogens Bjerre, Springer.

## **Course No. MKT-523: Digital Marketing**

### **Course Description**

This course is designed to keep students updated about the online realm and how this is related to marketing. It aims at covering the essential marketing and advertising concepts, revisit the fundamental computational tools for analysis, and prediction along with in-depth knowledge of online marketing and analytical tools. It helps students exploring the emerging tools offered by the internet and integrate digital marketing and traditional marketing efforts.

### **Contents**

#### **Part one: Digital marketing fundamentals**

**Introducing digital marketing:** Introduction, definitions, the growing range of digital media platforms, benefits of Digital Marketing (DM), Application of DM, Online presence, digital marketing communications, key DM channels, Case study.

**Online marketplace analyzes micro environment:** Introduction, situation analysis for digital marketing, the digital marketing environment, Understanding consumer journeys, consumer choice and digital influence, online consumer behavior and implications for marketing, competitors in online platform, suppliers, new channel structures and business models for e commerce.

**The online macro environment:** Introduction, the rate of enrollment change, technological, Economic, political, legal social and cultural forces.

#### **Part Two: Digital marketing strategy development**

**Digital marketing strategy:** Introduction, the need for an integrated digital marketing strategy, how to structure a digital marketing strategy, situation analyzes, setting goals and objectives for digital marketing, strategy formulation for digital marketing, strategy implementation.

**The impact of digital media and technology on the marketing mix(7Ps):** Introduction, product, price, place, promotion, people, process physical evidence.

**Relationship marketing using digital platforms:** Introduction, the challenges of customer

engagement, customer lifecycle management, Case.

### **Part Three: Digital marketing implementation and practice**

**Delivering the online customer experience:** Introduction, planning website design and redesign projects, initiation of the website project, defining site or app recruitment, designing the user experience, development and testing of content, online retail merchandising, site promotion or traffic building, service quality

**Campaign planning for digital media:** Introduction, the characteristics of digital media, Approach to planning an integrated digital campaign

**Marketing communications using digital media channels:** Introduction, search engine marketing, search engine optimization (SEO), online public relation, online partnership including affiliate marketing, interactive display advertising, opt in email marketing and mobile text messaging, social media and viral marketing, offline promotion techniques.

**Evaluation and improvement of digital channel performance:** Introduction, performance management for digital channels, customer experience and content management process, responsibilities for customer experience and site management.

**Business to consumer digital marketing practice:** Introduction, the consumer perspective-online consumer behavior, the retail perspective- online retailing, implications for retail marketing strategy, Case Study.

**Business to business digital marketing practice:** Introduction, types of B2B organizational marketing and trading environments, using digital marketing to support customer acquisition in B2B marketing, options for online inter organizational trading, digital marketing strategies and case study.

### **Digital marketing practices and companies operating in Bangladesh.**

**Textbook:** Dave Chaffey, Fiona Ellis-Chadwick, *Digital Marketing-Strategy, Implementation and Practice*, Pearson. (6<sup>th</sup> Edition).

#### **Reference Books:**

- (1) Ian Dodson, *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*, Wiley.
- (2) Simon Kingsnorth, *Digital Marketing Strategy-An Integrated Approach to Online Marketing*, KoganPage. (2<sup>nd</sup> Edition)
- (3) Digital Marketing Analytics-Making sense of consumer data in a digital world by Chuck Hemann and Ken Burbary (2013).

## **Course No. MKT-524: Marketing Thoughts**

### **Course Description**

This course is designed to develop the thinking process of students. The aim of this course is to provide students with preparatory background in marketing theories and thoughts and, by doing so, strengthen students' critical, integrative, and creative thinking for solutions to the marketing

### **Contents**

**The Origin of Marketing** Evolution of Marketing, Development of Marketing as an Academic Discipline, Gradual Development in the Marketing Concept, Pioneers of Marketing Thought, Review and Appraisal of the Leading Contributors on Marketing Thought, Some Recent

Marketing.

**Emergence of Marketing Thought** Schools of Marketing Thought, Reasons for the Development of Different Schools of Marketing Thought, Classification of Marketing Schools, Evaluation of Different Schools of Marketing Thought, Contributors to Different Schools of Marketing Thought.

**Critical Appraisal of Some Recent Concepts on Marketing** Marketing Concept, Social Marketing Concept, Marketing Matrix, Meta Marketing Mega Marketing, Macro Marketing, Demarketing, Marketing Ethics, Marketing Ethics, Marketing Audit, Cooperative Marketing Mix, Consumerism, Environmentalism and Green Marketing.

**Meaning & Scope of Marketing Theory** Requirements for the Development of Marketing Theory, Classification of Marketing Theory Earlier, Relevant to Marketing Thought, Theory of Buyer Behavior, Consumer Acceptance Theory, Theory of Marketing Exchange, Bartel's General Theory of Marketing, Aldersonian General Theory of Marketing, Other General Theories of Marketing, Critical Evaluation of Marketing Theories Using Meta Theory Criteria.

**Marketing and Society** Criticism of Marketing, Marketing Impact on Society, Marketing and Economic Development, Role of Marketing in Market Economy, Impact of Marketing in a Planned Economy-Social and Ethical Responsibilities of Marketing Executives.

**Textbooks:**

- (1) Robert Bartels, Richard D., Irwin Homewood, *The Development of Marketing Thought*, Illinois 1976.
- (2) Jagdish N. Sheth, David M. Gardner and Dennis E. Garrell, *Marketing Theory: Evolution and Evaluation*, John Wiley and Sons, New York.

**Course No. MKT- 525: Strategic Management**

**Course Description**

This is an integrative and interdisciplinary course. This course assumes a broad view of the business that includes buyers, suppliers, competitors, technology, the economy, capital markets, government, and global forces and views the external environment as dynamic and characterized by uncertainty. In studying strategy, the course draws together and builds on all the ideas, concepts, and theories from the functional courses such as Accounting, Economics, Finance, Marketing, Organizational Behavior, and Statistics. The course takes a general management perspective, viewing the firm as a whole, and examining how policies in each functional area are integrated into an overall competitive strategy.

**Contents**

**Introduction To Strategic Management And Business Policy:** Basic Concepts of Strategic Management, The Study of Strategic Management, Phases of Strategic Management, Benefits of Strategic Management, Globalization And Environmental Sustainability: Challenges To Strategic Management, Impact of Globalization, Impact of Environmental Sustainability, Global Issue: Regional Trade Associations Replace National Trade Barriers, Environmental Sustainability Issue: Projected Effects of Climate Change, Theories of Organizational Adaptation, Creating a Learning Organization, Basic Model of Strategic Management, Environmental Scanning, Strategy Formulation, Strategy, Strategy Implementation, Evaluation and Control, Feedback/Learning Process, Initiation of Strategy: Triggering Events, Strategic Decision Making, What Makes a Decision Strategic, Mintzberg's Modes of Strategic Decision Making, Strategic Decision-Making Process: Aid to Better Decisions, The Strategic Audit: Aid to Strategic Decision-Making.

**Corporate Governance:** Role of the Board of Directors, Responsibilities of the Board, Members of a Board of Directors, Nomination and Election of Board Members, Organization of the Board, Impact of the Sarbanes-Oxley Act on U.S. Corporate Governance, Global Issue: Corporate Governance Improvements Throughout the World, Trends in Corporate Governance, The Role of Top Management, Responsibilities of Top Management, Environmental Sustainability Issue: Conflict at The Body Shop.

**Social Responsibility and Ethics in Strategic Management:** Social Responsibilities of Strategic Decision Makers, Responsibilities of a Business Firm, Sustainability: More than Environmental? Corporate Stakeholders, Environmental Sustainability Issue: The Dow Jones Sustainability Index, Ethical Decision Making, Some Reasons for Unethical Behavior, Global Issue: How Rule-Based and Relationship-Based Governance Systems Affect Ethical Behavior, Encouraging Ethical Behavior. Environmental Scanning and Industry Analysis: Environmental Scanning, Identifying External Environmental Variables, Environmental Sustainability Issue: Measuring and Shrinking Your Personal Carbon Footprint, Identifying External Strategic Factors, Industry Analysis: Analyzing the Task Environment, Porter's Approach to Industry Analysis, Industry Evolution, Categorizing International Industries, International Risk Assessment, Strategic Groups, Strategic Types, Hyper competition, Using Key Success Factors to Create an Industry Matrix, Competitive Intelligence 120 Sources of Competitive Intelligence, Monitoring Competitors for Strategic Planning, Forecasting, Danger of Assumptions, Useful Forecasting Techniques, The Strategic Audit: A Checklist for Environmental Scanning, Synthesis of External Factors—EFAS.

**Internal Scanning: Organizational Analysis:** A Resource-Based Approach to Organizational Analysis, Core and Distinctive Competencies, Using Resources to Gain Competitive Advantage, Determining the Sustainability of an Advantage, Business Models, Value-Chain Analysis, Industry Value-Chain Analysis, Corporate Value-Chain Analysis, Scanning Functional Resources and Capabilities, Basic Organizational Structures, Corporate Culture: The Company Way, Strategic Marketing Issues, Strategic Financial Issues, Strategic Research and Development (R&D) Issues, Strategic Operations Issues, Strategic Human Resource (HRM) Issues, Environmental Sustainability Issue: Using Energy Efficiency For Competitive Advantage And Quality Of Work Life, Strategic Information Systems/Technology Issues, The Strategic Audit: A Checklist for Organizational Analysis, Synthesis of Internal Factors.

**Strategy Formulation: Situation Analysis and Business Strategy:** Situation Analysis: SWOT Analysis, Generating a Strategic Factors Analysis Summary (SFAS) Matrix, Finding a Propitious Niche, Review of Mission and Objectives, Generating Alternative Strategies by Using a TOWS Matrix, Business Strategies, Porter's Competitive Strategies, Environmental Sustainability Issue: Patagonia Uses Sustainability as Differentiation Competitive Strategy, Cooperative Strategies.

**Strategy Formulation: Corporate Strategy:** Corporate Strategy Directional Strategy, Growth Strategies, Controversies in Directional Growth Strategies, Stability Strategies, Retrenchment Strategies, Portfolio Analysis, BCG Growth-Share Matrix, Environmental Sustainability Issue: General Motors And The Electric Car, GE Business Screen, Advantages and Limitations of Portfolio Analysis, Managing a Strategic Alliance Portfolio, Corporate Parenting, Developing a Corporate Parenting Strategy, Horizontal Strategy and Multipoint.

**Strategy Formulation: Functional Strategy and Strategic Choice:** Functional Strategy, Marketing Strategy, Financial Strategy, Research and Development (R&D) Strategy, Operations Strategy, Purchasing Strategy, Environmental Sustainability Issue: Operations Need Fresh Water and Lots of It! Logistics Strategy, Human Resource Management (HRM) Strategy, Information

Technology Strategy, The Sourcing Decision: Location of Functions, Strategies to Avoid, Strategic Choice: Selecting the Best Strategy, Constructing Corporate Scenarios, Process of Strategic Choice, Developing Policies.

**Strategy Implementation: Organizing for Action:** Strategy Implementation, Who Implements Strategy? What Must Be Done? Developing Programs, Budgets, and Procedures, Environmental Sustainability Issue: Ford's Soybean Seat Foam Program, Achieving Synergy, How Is Strategy to Be Implemented? Organizing for Action, Structure Follows Strategy, Stages of Corporate Development, Organizational Life Cycle, Advanced Types of Organizational Structures, Reengineering and Strategy Implementation, Six Sigma, Designing Jobs to Implement Strategy, International Issues in Strategy Implementation, International Strategic Alliances, Stages of International Development Centralization Versus Decentralization.

**Strategy Implementation: Staffing and Directing:** Staffing, Staffing Follows Strategy, Selection and Management Development, Problems in Retrenchment, International Issues in Staffing, Leading, Managing Corporate Culture, Environmental Sustainability Issue: Abbott Laboratories' New Procedures for Greener Company Cars, Action Planning, Management by Objectives, Total Quality Management, International Considerations in Leading.

**Evaluation and Control:** Evaluation and Control in Strategic Management, Measuring Performance, Appropriate Measures, Types of Controls, Activity-Based Costing, Enterprise Risk Management, Primary Measures of Corporate Performance, Environmental Sustainability Issue: How Global Warming Could Affect Corporate Valuation, Primary Measures of Divisional and Functional Performance, International Measurement Issues, Strategic Information Systems, Enterprise Resource Planning (ERP), Radio Frequency Identification (RFID), Divisional and Functional IS Support, Problems in Measuring Performance, Short-Term Orientation, Goal Displacement, Guidelines for Proper Control, Strategic Incentive Management.

**Suggestions for Case Analysis:** The Case Method, Researching the Case Situation, Financial Analysis: A Place to Begin, Analyzing Financial Statements, Environmental Sustainability Issue: Impact of Carbon Trading, Common-Size Statements, Z-value and Index of Sustainable Growth, Useful Economic Measures, Format for Case Analysis: The Strategic Audit.

**Textbook:** Thomas L. Wheelen and J. David Hunger, *Concepts in Strategic Management and Business Policy-Toward Global Sustainability*, Pearson Publisher. (13<sup>th</sup> Edition)

### **Reference Books**

- (1) Thomson and A. J. Strickland, *Strategic Management: Concepts and Cases*, McGraw Hill Inc.
- (2) Hills and Jones, *Strategic Management: An Integrated Approach*, Houghton Mifflin Company, USA.
- (3) John A. Pearce and Richard B. Robbins, *Strategic Management*, McGraw-Hill Inc. USA.

# Optional Courses

## **MKT- 526: Public Relations and Publicity**

### **Course Description**

This course covers different aspects of public relations and publicity which are very much essential for business and nonbusiness organizations. The main focus of this will be on analyzing different types of publics, formulating action and response strategies, reactive public relations strategies, developing the message strategy, verbal communication, selecting communication tactics, earned media, paid media, implementing the strategic plan, evaluating the strategic plan, and media engagement.

### **Contents**

**Introduction:** Organizational Process; Benefits of Public Relations; Strategic Communication; Integrated Communication; Advertising; Public Relations in the Public Interest; Strategic Public Relations

**Analyzing the Situation:** Public Relations Situation; Learning from Research; Obstacles into Opportunities; Finding Consensus; Issues Management; Background of Issues Management; Risk Management; Crisis Management; Unpredicted, but Not Unpredictable; Public Relations and Ethics; Ethical Shortcomings

**Analyzing the Organization:** Internal Environment; Public Perception; Promoting Perception; External Environment

**Analyzing the Publics:** Public; Public, Market, Audience, Stakeholder; Interrelationships; Characteristics of Publics; Categories of Publics; Alternative Typologies; Intercessory Public; Opinion Leader; Key Public; Analyzing Key Publics; Stage of Development; Key Characteristics; Stereotype; Cultural Context; Face Saving; Rethinking Your Publics; Benefit Statement

**Establishing Goals and Objectives:** Positioning; Positioning Ethics; Goal; Objective; Elements of Objectives; Hierarchy of Objectives; Developing Objectives; Writing Objectives

**Formulating Action and Response Strategies:** Proactive Strategy 1: Action; Organizational Performance; Audience Engagement; Special Event; Alliance and Coalition; Sponsorship; Strategic Philanthropy; Corporate Social Responsibility; Volunteerism; Activism; Proactive Strategy 2: Communication; Publicity; Newsworthy Information; Generating News; News Peg; Transparent Communication; Media Theory and Public Relations; Theory and News Media; Theory for Strategic Communication;

**Reactive Public Relations Strategies:** Reactive Strategy 1: Pre-emptive Action; Prebuttal; Reactive Strategy 2: Offensive Response; Attack; Embarrassment; Shock; Threat; Standing Firm; Reactive Strategy 3: Defensive Response; Denial; Excuse; Justification; Reversal Reactive Strategy 4: Diversionary Response; Concession; Ingratiation; Disassociation; Relabeling; Reactive Strategy 5: Vocal Commiseration; Concern; Condolence; Regret; Apology; Reactive Strategy 6: Rectifying Behavior; Investigation; Corrective Action; Restitution; Repentance; Reactive Strategy 7: Deliberate Inaction; Strategic Silence; Strategic Ambiguity; Strategic Inaction; Weighing Options

**Developing the Message Strategy:** Communication Process; Information: Flow of Communication; Persuasion: Attempt to Influence; Dialogue: Quest for Understanding; Rhetorical Tradition of Persuasive Communication; Ethos: Message Source; Credibility: Power to Inspire;

Charisma: Power of Personal Charm; Control: Power of Command; Organizational Spokespeople; Celebrity Spokesperson; Company Spokesperson; Spokespeople and Ethics; Logos: Appeal to Reason; Verbal Evidence; Visual Supporting Evidence; Errors of Logic; Statistics; Pathos: Appeal to Sentiment; Positive Emotional Appeal; Negative Emotional Appeal

**Verbal Communication:** Message Structure; Message Content; Nonverbal Communication; Kinesics; Occulesics; Proxemics; Haptics; Vocalics; Chronemics; Visual and Aural Communication; Symbol; Logo; Physical Artifact; Clothing; People; Mascot; Color; Music; Language; Branding the Strategic Message; Language of Branding; Lessons about Branding

**Selecting Communication Tactics:** Conventional Communication Tactics; Strategic Communication Tactics; Interpersonal Communication Tactics; Strategy for Interpersonal Communication; Personal Involvement; Information Exchange; Special Events; Planning Special Events; Owned Media: Organizational and Social Media Tactics; Strategy for Owned Media; Publications; Direct Mail; Electronic Media; Digital Media; Social Media

**Earned Media:** News Media Tactics; Strategy for Earned Media; Media Use and Credibility; Newspaper; Magazine; News Blog; Radio; Television; Public Relations and Earned Media; Media Information Needs; Direct News Subsidy; Indirect News Subsidy; Opinion Subsidy; Interactive Media Engagement; Planning

**Paid Media:** Advertising and Promotional Tactics; Strategy for Paid Media; Print Advertising; Electronic Media Advertising; Out-of-Home Advertising; Promotional Items

**Implementing the Strategic Plan:** Packaging Communication Tactics; Thinking Creatively; Putting the Program Together; Campaign Plan Book; Campaign Schedule; Frequency of Tactics; Timeline of Tasks; Campaign Budget; Budget Items; Approaches to Budgeting

**Evaluating the Strategic Plan:** What to Evaluate; Design Questions; Evaluation Criteria; When to Evaluate; Approaches to Research Design; Factors in Evaluation Design; How to Evaluate; Judgmental Assessment; Communication Outputs; Evaluating Awareness Objectives; Evaluating Acceptance Objectives; Evaluating Action Objectives; Data Analysis; Ultimate Evaluation: Value-Added Public Relations; Public Relations Metrics; Barcelona Declaration

**Media Engagement:** Reputation and Media Relations; Reputation and Performance; Reputation as a Strategic Tool; Reputation Management; Reputation and News Media; Reputation as a Participant Activity; Headlines and Bottom Lines; Media Relations; Media Relations . . . from the Media Side; Media Relations . . . from the Organization Side; Media Relations . . . from Both Sides; Reputational Bumps and Bruises; Points for Consideration; Credibility; Interview Setting

**Publicity:** Related Articles and Cases

**Textbook:** Smith, Ronald D. *Strategic planning for public relations*, Routledge. (5<sup>th</sup> Edition)

## **MKT-527: Micromarketing**

### **Course Description**

This course focuses on marketing and/or advertising efforts on a small group of tightly targeted consumers. Now-a-days, markets can be grouped into narrow clusters based on commitment to a product class or readiness to purchase a given brand. Thus, a company has to narrowly define an audience by a particular characteristic, such as gender or job title or age range or geography, and then create campaigns geared toward that specific group. It can be a more expensive technique than other approaches to marketing due to customization and lack of an economy of scale.

### **Contents**

Chapter 1: The Future of Marketing is Micro

Chapter 2: Understanding the Micromarketing Mindset

Chapter 3: Telling Your Brand Stories in the Voice of the Consumer

Chapter 4: Engaging Audiences in the Age of Human Powered Distribution

Chapter 5: Building a Responsive Brand through Human Scale Connections

Chapter 6: Making a Real Difference by Doing Business at the Speed of Now

Chapter 7: Activating the Many by Resonating with the Right Few

Chapter 8: Breakthrough Approaches for Breaking Through

Chapter 9: Creating New Business Opportunities by Marketing to the Power of Small

Chapter 10: Applying Micromarketing Approaches in Your Business Right Now

**Textbook:** Greg Verdino, *Micromarketing*, McGraw-Hill Education. (1<sup>st</sup> Edition)

## **MKT-528: Change Management**

### **Course Description**

The Objective of the course is to provide leaders and managers with clear insights on how to effectively motivate people through corporate culture or organizational change. It will also equip them with some effective skills and knowledge for managing and communicating change.

### **Contents**

**Managing change:** A Process perspective, Process Models of Change, Leading Change: A Process Perspective.

**Recognizing the need for change and starting the change process:** Patterns of Change, Recognizing a Need or Opportunity for Change, Starting the Change, Building Change Relationship.

**Diagnosing What Needs to be Changed:** Diagnosis, Gathering and Interpreting Information.

**Leading and Managing the People Issues:** The Role of Leadership in Change Management, Power, Politics and Stakeholder Management, Responsible Change Management: An Ethical Approach, Managing Context to Promote Ethical Practice, Communicating Change, Motivating Others to Change, Supporting Others through Change.

**Planning and Preparing for Change:** Shaping Implementation Strategies, Developing a Change Plan, Types of Intervention, Action Research, Appreciative Inquiry, Training and Development, High Performance Management, Business Process re-engineering, Culture Profiling, Value Innovation, Selecting Interventions.

**Implementing Change and Reviewing Progress:** Implementing Change, Reviewing and keeping the Change on Track.

**Sustaining Change:** Making Change Stick, Spreading Change, Learning Change Managers, Learning from Their Own Experience, Facilitating Collective Learning, Pulling it all together: A Concluding Case Study.

### **Textbooks:**

(1) John p. Kotter, *Leading Change*, Harvard Business Press.

(2) John Hayes, *The theory and practices of Change Management*, Publisher: Red Globe Press,

(Latest Edition).

## **MKT-529: Bangladesh Economics**

### **Course Description**

This course covers the structure of the economy of Bangladesh including different sectors agriculture, industrial, foreign trade, money market, capital market, and important macroeconomic issues such as unemployment, inflation, etc. On completion of this course, students will be able understand the inside scenarios of different sectors of Bangladesh.

### **Contents**

**Structure of the Economy of Bangladesh:** History of the economic development of Bangladesh, Characteristics of the economy of Bangladesh, present economic condition of Bangladesh, basic problems of the economy of Bangladesh, measures to remove the basic problems of the economy of Bangladesh, effects of religious, social, and political institutions for the economic development of Bangladesh.

**Agriculture Sector:** Importance of agriculture in Bangladesh, problems of agriculture in Bangladesh, agricultural production, cropping patterns, cropping intensity, HYV and self-sufficiency of food in Bangladesh, agricultural cooperatives, rural development programs, BRDB and BARD, the concept of agricultural mechanization – its merits, demerits and applicability in Bangladesh.

**Industrial Sector:** Role of industrial sector in the economic development of Bangladesh, relative importance of small, medium, and large scale industry sector of Bangladesh, nationalization and denationalization of industries in Bangladesh, problems and remedial measures of the industry sector of Bangladesh, recent industrial policy of Bangladesh, foreign investment in the industry sector of Bangladesh – trends, problems, and prospects.

**Foreign Trade Sector:** Importance of foreign trade in the economic development of Bangladesh, trends and structure of foreign trade of Bangladesh, balance of trade and balance of payments position, trade liberalization, recent export and import policies of Bangladesh.

**Poverty, Unemployment and Human Resource Development:** Trend and magnitude of poverty in Bangladesh, Government and Non-Government programs for poverty alleviation in Bangladesh, rural poverty in Bangladesh – its nature, causes, and remedial measures, the concept of HRD, consequences of the manpower export in the economy of Bangladesh, Government role in the development of HR in Bangladesh.

**Money Market, Capital Market and Banking System:** Meaning, roles and tools of money market and capital market in Bangladesh, defects of money market and capital markets in Bangladesh, non-banking financial institutions in Bangladesh – their roles and functions, share markets in Bangladesh, roles of private and state-owned commercial banks in Bangladesh, denationalization of state-owned commercial banks and its consequences, Grameen Bank and specialized development banks(BKB, RKUB) in the economic development of Bangladesh.

### **Textbooks:**

- (1) Md. Zahirul Islam Sikder, *Economic Development of Bangladesh*, Confidence Prakasani, Banglabazar, Dhaka, Bangladesh. (Latest edition)
- (2) Tamzid Ahmed Chowdhury, *Socio – Economic Condition in Bangladesh*, Tapan Prokashon, Banglabazar, Dhaka, Bangladesh. (Latest edition)

**Reference Books:**

- (1) Birupaksha Paul, *Empowering Economic Growth for Bangladesh*, UPL 2019, Dhaka, Bangladesh. (1<sup>st</sup> edition)
- (2) Bhitor O Bahir, Fahima Khatun, *Bangladesher Orthaneeti*, UPL and Agamee Prakashani, 2014, Dhaka, Bangladesh (1<sup>st</sup> edition)
- (3) Sadiq Ahmed, *Leading Issues in Bangladesh Development*: UPL, 2012, Dhaka, Bangladesh. (1<sup>st</sup> edition)
- (4) Ministry of Finance, GOB, *Economic Review of Bangladesh*, Dhaka, Bangladesh. (Latest issue)