

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Revised Structure for Diploma In Marketing And Export Import
Management
(DMEIM)
(W.e.f. June, 2005)

Paper-I	Management Principals
Paper-II	Marketing Management
Paper-III	Promotion Management
Paper-IV	International Business Management
Paper-V	International Marketing And Export Promotion
Paper-VI	Project & Viva

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Diploma In Marketing And Export Import Management
Structure of a Course Equivalence
(W.e.f. June, 2005)

NEW		OLD	
Paper-I	Management Principals	Paper-I	Management Principals
Paper-II	Marketing Management	Paper-II	Marketing Management
Paper-III	Promotion Management	Paper-III	Advertising and Sales Promotion
Paper-IV	International Business Management	Paper-IV	International Business Management
Paper-V	International Marketing And Export Promotion	Paper-V	International Marketing And Export Promotion
Paper-VI	Project & Viva	Paper-VI	Project & Viva

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Diploma In Marketing And Export Import Management
Revised Syllabus For D.M.E.I.M.
Sub.-Paper -I : Management Principles
(W.e.f.June,2005)

1. **Introduction to management** -management & administration levels of management and their functions - definition of management - scope and importance of management evolution of management thought - contribution of Taylor and Fayol schools of management management by objectives.
2. **Principles of management:** division of work - delegation - authority - responsibility - accountability - unity of command - direction - span of control .
3. **Planning:** nature, process objective planning processes - forecasting - decision making tools of decision-making
4. **Organizing:** principles of organizations organization structures - form of organization - organization charts departmentation committees & their roles
5. **Staffing and direction:** recruitment and selection - training of employees - performance appraisal, motivation - developing executive leadership.
6. **Controlling & coordination:-** devices of control - control process -management audit -PERT -CPM-co-ordination & techniques.
7. **Modern management concepts.** - liberalization - privatization- globalization- Japanese management-life time employment- just in time inventory TQM-ISO certification series

Diploma In Marketing And Export Import Management
Sub.-Paper-II : Marketing Management.
(W.e.I.June,2005)

1. **Definition of marketing** – scope – functions – Role of Marketing Manager
2. **Concepts of Approaches of Marketing** modern marketing concept – consumerism – Target Marketing & Market segmentation – Buyers behavior –Marketing strategy and marketing decisions.
3. **Channels of distribution** - Types, their merits & demerits factors affecting channel decisions, Physical distribution - logistics management -insurance - Transportation - inventory Control, Warehousing.
4. **Marketing Research:** - Meaning - Definition - process - scope - limitations of marketing research – Application of marketing Research – New product Development – product Mix – PLC - international M R
5. **Pricing Strategies** cost oriented market oriented and Target oriented Strategies of pricing.
6. **Branding & packaging decisions** – Brand name – Trademark – patents & copy rights - packaging & features of packaging – features & functions of packing

REFERENCE BOOKS

- 1) Marketing management 11th edition - Philips Kotlar-
Prentice Hall India
- 2) Fundamentals of marketing -William J Stanton, Michel J Estzel
Bruce J Walker MC -Crawford
- 2) Principles and practices of marketing- Philips Kotlar,
Gary Arm Strong, Prentice Hall India
- 4) Marketing management - Jha & Singh
- 5) Marketing management - S A Sherjekar
- 6) Marketing management - R. G. L. S.

Diploma In Marketing And Export Import Management
Sub.:- Paper-III -Promotion management
(W.e.f.June,2005)

Unit No:- 1 Introduction to Promotion

- 1.1 Basic Concept of Promotion & Communication
- 1.2 Fundamentals of Advertising
- 1.3 Advertising Planning and Decision Making
- 1.4 Market Analysis-Segmentation & Targeting

Unit No:- 2 Creating Advertisements & Commercials

- 2.1 Creative Copywriting
- 2.2 Creative Art Direction
- 2.3 Creative Production Print media
- 2.4 Creative Production. electronic media

Unit No:- 3 Advertising Media

- 3.1 Media Planning and Selection
- 3.2 Print media
- 3.3 Electronic media
- 3.4 Direct Mail, outdoor, transit and supplementary media
- 3.5 Internet media

Unit No :- 4 Direct Marketing

- 4.1 The growth of direct marketing
- 4.2 The benefits of direct marketing
- 4.3 Integrated direct marketing
- 4.4 Major channels of direct marketing
- 4.5 Other media fore direct response marketing

Unit No:- 5 Sales Promotion

- 5.1 Purpose of Sales Promotion
- 5.2 Levels of Sales Promotion

- 5.3 Sales Promotion tools
- 5.4 Evaluation of Sales Promotion campaign
- 5.5 Major Discussion in Sales Promotion

Unit No. - 6 Public Relation

- 6.1 Corporate Identity
- 6.2 Public relation tools
- 6.3 Major decision in marketing public relations

Unit No :- 7 Personal Selling

- 7.1 Theories of selling
- 7.2 Personal selling process
- 7.3 Principles of personal selling

REFERENCE BOOKS

- 1) Contemporary Advertising 5th edition -Arens Bovee-CRWIN
- 2) Advertising, Sales & promotion Management 1st edition -
S A Chunawala -Himalaya Publishing House
- 3) Advertising Management 5th edition - Batra, Myers, Aaker
-Prentice Hall India
- 4) Marketing Communication Theory & Practices- Neeraj Kumar
- Himalaya Publishing House
- 5) Sales promotion & Advertising Management- M N Mishra
-Himalaya Publishing House
- 6) Sales Management- Decision Strategy & cases- Stoll, Cundiff.
Grove
- 7) Marketing management 11th edition- Philips Kotlar
- Prentice Hall India

Diploma In Marketing And Export Import Management
Sub.:- Paper IV- International Business Management
(W.e.f.June,2005)

1. **Meaning and Definition of International Business – Role of International Business in economic development – Theories of International trade-**
2. **International Business Environment – regularity and political environment of International Business – Country Risk Analysis – Political Risk Analysis – cultural factors of international business – Ethical and social Responsibilities of International Business.**
3. **Globalization and world trade - Marketing Multinational Enterprise – problems and challenges of MNCs - MNCs in service sectors – MNCs in India and Indian MNCs.**
4. **International Institutions of Management and finance:- WTO, GATT, UNCTAD, IMF, WORLD BANK EXIM BANK - International Financial Management- Finance Markets and Instruments – Balance of payment and Balance of Trade.-**
5. **International Marketing Management: - Product planning – International Product life cycle – International Market selection – Foreign market entry - International pricing and INCOTERMS Marketing Research International logistics and risk management**

Diploma In Marketing And Export Import Management
Sub.:- Paper -V: International Marketing And Export Promotion
(W.e.f.June,2005)

- 1] International Marketing Meaning, Definition, Importance, objectives and needs, special difficulties in international marketing Scope of export marketing, India's foreign trade value composition and directions recent trends in India's foreign trade
- 2] Export procedure, import procedure, documentation in export - import trade; new export - import policy
- 3] International marketing mix -International product policy and planning, advertising and promotional management international distribution and sales policy
- 4] Conceptual frame work - global and domestic marketing, international product Life cycle; multinational marketing meaning, advantages, social responsibilities of multinational corporation Environmental analysis - economic & political R=Regiocentrism . G - Geocentrism
- 5] Export promotion -export promotion measures and evaluation , export promotion councils , export incentives international agreements and agencies for promoting export - world trade organization , G.A.T.T . UNCTAD , S.T.C , I.I.F.T - role functions .

BOOKS FOR REFERENCE

- 1 International Marketing - Philip R. Cateora and John M. Hess
(3rd edition) publisher - Richard D Irwin , Inc
- 2 Multinational Marketing Management - Warven J Keejan
2nd edition Prentice Hall of India

2. International Marketing Concept , Techniques And Cases
- By Rajan Saxena & M.C. Kapoor 1984 Tata Mc Graw Hill
Publishing Co. Ltd
3. Export Marketing - R.S. Rathor , J.S.Rathor
- Himalaya Publishing House
4. International Marketing - P. Saravanavel
- Himalaya Publishing House .
6. International Business Management - John Fayerweather
(A Conceptual Frame Work) - New York , Mc graw Hill 1969
7. International Tread And Export Management
- Francis Cherunilam Himalaya Publishing House .
8. Management Of Export Marketing - Dr. D.J.Mathew
Rubsa Publishers , Jaipur .
9. Export Management - T.A.S.Balgopal
- Himalaya Publishing House .
10. International Marketing Management -- By M.N.Mishra .
- Oxford & Ibh Publishing Co.Pvt Ltd .
11. Global Marketing Management By Brian , Toyen &
Peter G.P. Walters - Publisher - Allyn And Bacon 1989 .
12. International Marketing - By V.H Kripalani Prentice Hall (I)

Diploma in Marketing And Export Import Management

Paper VI : project & viva .

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