

# Course Components of Management

## MS-65 : Marketing of Services

- I            **Services Marketing — An Introduction**
  - 1        **Services Marketing - Conceptual Framework**
  - 2        **Role of Services in Economy**
  - 3        **International Trade in Services, The WTO and India**
  - 4        **Consumer Behaviour for Services**
  
- II           **Services Marketing Mix**
  - 5        **Product and Price**
  - 6        **Place and Promotion**
  - 7        **Extended Marketing Mix**
  
- III           **Strategic Issues**
  - 8        **Service Quality**
  - 9        **Managing Capacity/Demand**
  - 10       **Retaining Customers**
  
- IV           **Sectoral Applications - I**
  - 11       **Financial Services**
  - 12       **Hospitality and Tourism Services**
  - 13       **Health Services**
  - 14       **Case Study on Financial Services Marketing**
  
- V            **Sectoral Applications - II**
  - 15       **Educational Services**
  - 16       **Professional Services**
  - 17       **Telecommunication Services**
  
  - 18       **Product Support Services**
  - 19       **Case Studies**

## MS-611 : Rural Marketing

- I            **Rural Markets - An Overview**
  - 1        **Rural Markets in India**
  - 2        **Understanding Rural Environment**
  
- II           **Understanding the Rural Consumer**
  - 3        **Differential Aspects of Buying Behaviour, Major influential, - Buyer Behaviour, Reference Groups**
  - 4        **Trends in Consumer Behaviour**
  - 5        **Rural Marketing Research**
  
- III           **Product and Pricing Decisions for the Rural Markets**
  - 6        **Product Development, Product adoption process, product modification decision - including package decision, branding decisions**
  - 7        **Product Augmentation for the rural market, pricing decision**
  
- IV           **Managing the Promotion**
  - 8        **Understanding Rural Media (Traditional Media and Current Opportunities)**
  - 9        **Message Design & Development for Rural Market**
  - 10       **Rural Promotion Effort Building Relationship, Diversity of Rural Promotion event**
  
- V            **Accessing Rural Markets**
  - 11       **Physical Infrastructure, Institutions, Dynamics of Distribution process**
  - 12       **Participants in the rural distribution process, type of intermediaries, behavioural dimensions**
  - 13       **Physical Distribution Processes**
  
- VI           **Understanding Rural Marketing Process - Case Studies**