

Executive Master of Business Administration

Handbook



Department of Marketing
Faculty of Business Studies
University of Dhaka

Rules and Regulations of Executive MBA Program

Admission Requirements

Graduates in any discipline can apply for admission. No third class in any public examination is allowed. Candidates must have a GPA/CGPA 2.50 (out of 4.00) wherever applicable. Candidates with prior work experience will get privilege. Candidates seeking admission have to apply in prescribed forms within deadlines announced by the Faculty of Business Studies. The admission committee decides on the admission test schedule and admission criteria. The committee is headed by the Dean of the faculty. Generally the admission tests are held twice in a year-June and December. The standard assessment practice is to base on the candidates' scores/points for years of schooling, work experience and marks obtained by them in written test and viva-voce examination.

Degree Requirements

The Executive MBA program is of 48 credit-hours for course work. On the basis of the background of an individual s/he may either be asked to take some extra courses or allowed exemptions from taking some courses. In addition, every student must write a project paper weighing 3 credit hours. The projectpaper is subject to the usual grading system.

Duration of the Program

The Executive MBA program is a flexible one in terms of time and number of courses to be taken. Students may take about two years to complete the program. However, the degree must be completed within 5 years from the date of admission. In special circumstances, maximum period for completion of the program may be extended up to 8 years.

Academic Year and Semesters

English calendar year is the academic year for the program. The academic year is divided into two semesters:

Semester:	January to June	6 months
Semester:	July to December	6 months

Academic calendar shall be designed by the Executive MBA program committee:

Evaluation and Grading System

Students' performance in a course shall be evaluated according to the following structure:

Component	Weight
Two Mid-term Tests (15%×2)	30%
Class Participation & Quiz	10%
Term Paper/ Case Analysis and Report	10%
Presentation	10%
Final Examination	40%
Total=	100%

The evaluation of all mid-term tests, term papers and presentations is done by the course teacher and s/he is to submit final letter grades to the Program Coordinator.

Marks	Grade Point	Grade
80% & Above	4.00	A+
75% to less than 80%	3.75	A
70% to less than 75%	3.50	A-
65% to less than 70%	3.25	B+
60% to less than 65%	3.00	B
55% to less than 60%	2.75	B-
50% to less than 55%	2.50	C+
45% to less than 50%	2.25	C
40% to less than 45%	2.00	D
Less than 40%	0.00	F
-	I	Incomplete
-	W	Waiver

Attendance Requirements

Minimum 75% attendance is needed to appear for the final examination. Students having attendance of 60-74% may sit for the examination as non-collegiate students. Non-collegiate students will have to pay a fine of Tk. 5,000 for each course. Students having attendance of less than 60% will not be allowed to appear at the final examination.

Waiver Policy

Students may be allowed exemptions (waivers) from taking some foundation courses depending upon their academic backgrounds. Students with a 4-year Bachelor or a Master degree may get an exemption of maximum 15 credit hours in relevant courses. But B.Com (Pass) and graduates of non-relevant subjects shall be required to take a maximum of 6 foundation courses to meet the deficiency. Executive MBA Program Committee will decide on the courses exemption(s) and foundation course(s) on a case-by-case basis.

Students with extensive academic or professional qualifications may apply for waiver with the relevant academic certificates to the Program Coordinator. The application for waiver is to be submitted at the time of admission. No application for waiver of any course of any semester will be entertained after the first semester and waiver(s) cannot be claimed for any course done elsewhere under any incomplete degree.

Retake

A student earning 'F' or 'I' grade in a course shall be required to improve the grade by retaking the course on payment of requisite fees offered in the subsequent available semester. A student earning a grade 'B' or worse may also select to improve the grade by retaking the course when available in the next semester on payment of retaking course fees. However, a candidate cannot retake any course after graduation, but in case s/he decides to do so, s/he may apply to withhold his/her graduation to the Coordination Committee. In such cases, the transcripts will show credit, grade and R (Retake) against the retaken course.

Students will be allowed to retake a course only once. In order to retake a course the student must apply to the Coordination Committee at least 2 weeks before the commencement of the semester. Any application for retaking a course will automatically lead to cancellation of his/her earlier grade.

Course Drop and Withdrawal

Course Drop: A student may drop a course before the commencement of the semester. In this case, course fees will be refunded or adjusted to the next semester.

Course Withdrawal: Any student may choose to withdraw from any course at least 2 weeks before the final examination. In this case, no refund or adjustment of fees will be made.

Semester Withdrawal: A student may also apply for withdrawal from the semester due to any unavoidable reasons. The Executive MBA Program Committee will decide on these applications on case-to-case basis. However, the student will have to pay the semester fees in such case.

Award of the Degree

On completion of the degree requirements, the University of Dhaka will award Executive MBA degree on the recommendation of the Departmental Executive MBA committee and Academic Committee. Students completing the required courses with a minimum CGPA of 2.50 will be eligible for the degree. But none will get a degree with an 'F' or 'I' grade in any course.

Program Administration

Executive MBA Program shall be administrated by a three member Executive MBA Management Committee headed by the Coordination. The Coordinator administers and supervises overall activities of the Program.

Financial Information

Unlike the mainstream programs offered by the University of Dhaka, the necessary funding to run the Executive MBA Program shall not be subsidized by the University. The program shall run solely on a self-sustaining basis based on the program fees. The fee structure of the Executive MBA Program is determined as follows:

Registration fees (once)	: Tk. 12,000
Semester fees (each semester)	: Tk. 7,500
Course fees (per credit)	: Tk. 5,000 i.e. Tk. 15,000.00 per course

In addition, the students shall have to pay additional fees if decided by the Faculty of Business Studies.

Cancellation of Admission

A student may apply for the cancellation of admission into the Executive MBA Program Committee. In such case, as per the existing rule of the University, none of the fees that were deposited by the students on admission will be refunded.

Adoption of Unfair Means in Examinations

Adoption of any form of unfair means during examinations (like carrying mobile phones and electronic gadgets in the exam hall, copying from other fellows' answer scripts and so on) is strictly prohibited. Students adopting such unfair means in the exam hall will be expelled from the exam and severely punished as per the policies of the University.

Executive MBA Program Offers the Following Course

Prerequisite/Foundation Courses (06)

Course No.	Course Title
501	Principles of Marketing
502	Principles of Management
503	Principles of Accounting
504	Economics
505	Business Mathematics and Statistics
506	Business Communication

Core/Compulsory Courses (05)

Course No.	Course Title
507	Marketing Management
508	Strategic Marketing
509	Marketing Research
510	Consumer Behavior
511	Global Marketing

Electives/Specialized Courses (any 04)

Course No.	Course Title
512	Services Marketing
513	Supply Chain Management
514	Customer Relationship Management
515	Brand Management
516	Marketing Analytics
517	Digital Marketing

Compulsory: Internship/Thesis (3 Credits)

*To be taken after completing the compulsory courses.

Prerequisite/Foundation Courses

Course No. MKT – 501: Principles of Marketing

Understanding Marketing and the Marketing Process

Marketing: Managing Profitable Customer Relationship What is Marketing, Marketing Management, Customer Relationship Management, Marketing Challenges in the New, "Connected" Millennium

Developing Marketing Opportunities and Strategies

The Marketing Environment: The Company's Microenvironment, The Company's Microenvironment, Responding to the Marketing Environment

Managing Marketing Information: Assessing Marketing Information Needs, Developing Marketing Information, Analyzing Marketing Information, Distribution and Using Marketing Information, Other Marketing Information Considerations

Consumer Markets and Consumer Buyer Behavior: Model of Consumer Behavior, Characteristics Affecting Consume Behavior, Types of Buying-Decision Behavior, The Buyer Decision Process for New Products

Business Markets and Business Buyer Behavior: Business Markets, Business Buyer Behavior, Institutional and Government Markets

Segmentation, Targeting and Positioning: Building the Right Relationships with the Right Customers Market Segmentation, Target Marketing, Positioning for Competitive Advantage.

Product, Services, What is a Product. Product and Service Decisions, Services Marketing. Additional Product Considerations

Pricing Considerations and Approaches What is a Price? Factors to Consider When Settm1 Prices, General Pricing Approaches

Marketing Channels and Supply Chain Management Supply Chains and the Value Delivery Network, The Nature and Importance of Marketing Channels, Channel Behavior and Organization, Channel Design Decisions, Channel Management Decision, Public Policy and Distribution Decision, Marketing Logistics and Supply Chain

Retailing and Wholesaling Retailing, Wholesaling

Integrated Marketing Communication Strategy The Marketing Communications Mix, Integrated Marketing Communications, A View of the Communications Process, Steps in Developing Effective Communication, Setting the Total Promotion Budget and Mix, Socially Responsible Marketing Communication

Text Book: Principles of Marketing, Philip Kotler & Gary Armstrong, Prentice Hall, Inc.

Course No. MKT – 502: Principles of Management

Introduction of Management Definition of Management-Nature, Purpose and Principles of Management-Need for Organizations and Managers-Managerial Responsibility-Type of

Managers-Management Process-Skills-Managerial Role-Concept of Productivity, Effectiveness and Efficiency-Managerial and Organizational Performance.

Environment Internal and External Environment of Organizations-Components of External Environment-Elements of Direct Action Environment-Elements of Indirect Action Environment International Environment-Managing Environment.

Planning Nature of Planning -Types of Planning-Steps in Planning-Tools and Techniques for Planning-The Planning Process.

Objectives Nature of Objects-Management by Objectives (MBO)-The Process of MBO-Setting Objectives-Benefits and Weakness of MBO.

Decision Making Decision Making Process-Problem and Opportunity Finding-Nature of Managerial Decision Making-Other Factors in Decision Making-Decision Support Systems.

Organizing Organizational Structure -Division of Works-Span of Management Departmentation-Line and Staff-Delegation of Authority-Centralization and Decentralization Coordination-Committee and Group Decision Making.

Leading Human Factors in Managing -Relevant Theories-Creativity and Innovation-Motivation - Leadership.

Controlling Meaning and Importance of Control-Types of Control Methods-Control Process Requirements of Effective Controls-Information Systems and Control.

Text Book: Management, James A F Stonner and R Edward Freeman, Prentice Hall of India Private Limited, New Delhi.

Course No. MKT – 503: Principles of Accounting

Introduction Definition and Terms of Accounting-The Accounting Process-Accounting Information-Accounting Systems-Financial Accounting Information-Basic Function of Accounting Systems-Designing and Installing Accounting System-Users of Accounting Information-External Financial Reporting.

Management Accounting Information-Internal Users of Accounting Information-Objectives of Management Accounting-Integrity of Accounting Information-Institutional Features Professional Organizations-Ethical Issues in Accounting.

Basic Financial Statements The Accounting Equation-The effects of Business Transactions on the Equation-Income Statement-Statement of Cash Flow.

The Accounting Cycle-The Ledger-The Use of Accounts-Debit and Credit Entries-Recording Transactions in Ledger Accounts

The Journal Net Income-Retained Earnings-Revenues-Expenses-The Accrual Basis of Accounting-Dividends-Recording Revenues and Expenses-The Trial Balance

Reporting Financial Results Adjusting Entries-Converting Assets to Expenses-The Concept of Depreciation-Converting Liabilities to Revenue-Accruals -Final Adjusting Entries -Adjusting Entries and Accounting Principles.

Preparing Financial Statements Closing Temporary Accounts-Summary of the Closing Process-After Closing Trial Balance-The Worksheet.

Accounting for Merchandising Activities-Income Statement of a Merchandising Company General Ledger Accounts-Perpetual Inventory Systems-Periodic Inventory Systems.

Modifying an Accounting System-Transactions Relating to Purchases-Transactions Relating to Sales-Evaluating the Performance of Merchandising.

Inventories and the Cost of Goods Sold Flow of Inventory Costs-Physical Inventories -FIFO-LIFO-Liquidity of Inventory.

Text Book: Financial Accounting, Meigs, Williams, Haka and Beltner, McGraw Hill Inc.

Course No. MKT – 504: Economics

Introduction: Definition, Scope, Importance and Subject Matter of Economics - Scarcity &, Efficiency: The Twin Themes of Economics- The Three Problems of Economic Organization - Market and Government in a Modern Economy.

Analysis of Demand and Supply: Supply and Demand in Individual Market, Elasticity of Demand-Utility Concept- Marginal Utility and Equi-Marginal Utility-Consumer Surplus & Consumer's Equilibrium.

Factors of Production, Wages, Rents and Profits: Laws of Return, Economies of Scale. Optimum Scale - Theory of Rent -Theory of Wages-Theory of Population.

Market and Market Structures: Classification of Markets - Perfect and Imperfect Markets -Monopoly, Oligopoly and Monopolistic Competition - Pricing Under Perfect Competition.

National Income and Output: Measuring National Income - Consumption, Saving and Investment - The Multiplier- Money and Commercial Banking - Central Banking and Monetary Policy.

Text Book: Economics, Paul A. Samuelson & William D. Nordhaus, McGraw Hill, New York (Seventh Edition).

Course No. MKT – 505: Business Mathematics and Statistics

Business Mathematics

Introduction Importance of Business Mathematics in Marketing. **Linear Equations**

Co-Ordinate Geometry: Introduction, Cartesian Co-ordinate System, Distance Between two Points.

The Straight Line: Equations and Graphs of Straight Lines, Meaning of Equation & Slope. Equation of Line Parallel to the Axes, Slope of a Line, Intercepts, Equation of the Line in the Slope Form, Equation of the Line in the Intercept Form, Equation of the Line Through a Given Point, Equation of the Line Through Two Given Points.

Trigonometry Introduction, Definitions, Measurement of Angles, Trigonometric Ratios and Functions. Relations Between Trigonometric Functions, Relations Between the Three System u of Measurements, Transformation of Products and Sums, To Prove That the Number of Radians in an Angle Subtended by an Arc of a Circle at the Centre is Equal to Arc/Radius, Properties of Triangles, Solutions of Triangle.

Set Theory Theory of Sets, elements, Methods of Describing a Set, Type (Null and Universal) Operations of Sets, Union and Intersection of Sets, Complement of a Set, Power Set, Algebra of Sets, Difference of Two Sets, Partition of a Set, Number of Elements in a Finite Set, Set Relations, Related Problems and Applications of Set Theory.

Real Number System and Mathematical Introduction Number System, The Natural Numbers. The Integers, Prime Numbers, Rational Numbers and Irrational Numbers Real Numbers. Properties of Rational and Real Numbers, Imaginary and Complex Numbers, Principles of Mathematical Induction.

Text Book: Mathematics with Application in Management and Economics, Bowen E. K, Richard D. Irwin, Inc.

Business Statistics

Introduction Meaning of Statistics, Users of Statistics, History, Subdivisions within Statistics, Population, Sample, Statistic, Parameter

Grouping and Displaying Data to Convey Meaning: Table and Graphs Data Arranging., Examples of Raw Data, Arranging Data Using the Data Array and the Frequency Distribution, Constructing a Frequency Distribution, Graphing Frequency Distributions **Measures of Central Tendency and Dispersion in Frequency Distributions** Summary Statistics, A Measure of Central Tendency: The Arithmetic Mean, The Weighted Mean, The Geometric Mean, The Median. A Final Measure of Central

Tendency: The Mode, Dispersion: Why it is Important. Ranges: Useful Measures of Dispersion. Dispersion: Average Deviation Measures, Relative Dispersion: The Coefficient of Variation.

Probability: Introductory Ideas Probability: The Study of Odds and Ends, Basic Terminology in Probability, Three Types of Probability. Probability Rules, Probabilities under Conditions of Statistical Independence, Probabilities under Conditions of Statistical Dependence, Revising Prior Estimates of Probabilities: Bayes' Theorem.

Probability Distributions Meaning of Probability Distribution, Random Variables, Use of Expected Value in Decision Making, The Binomial Distribution, The Normal Distribution: A Distribution of a Continuous Random Variable, Choosing the Correct Probability Distribution.

Estimation Introduction, Point Estimates, Interval Estimates: Basic Concepts, Interval Estimates and Confidence Intervals, Calculating Interval Estimates of the Mean from Large Samples, Interval Estimates Using the t Distribution, Determining the Sample Size in Estimation.

Testing Hypotheses: One Sample Tests: Introduction, Concepts Basic to the Hypothesis Testing Procedure, Testing Hypotheses, Hypothesis Testing of Means When the Population Standard Deviation is Known, Measuring the Power of a Hypothesis Test, Hypothesis Testing of Proportions: Large Samples, Hypothesis Testing Means When the Population Standard Deviation is not known.

Text Book: Statistics for Management, Richard L Levin and David S. Rubin, Prentice Hall. Upper Saddle River.

Course No. MKT -506: Business Communication

Communication Overview Definition and Significance of Communication, Communication System/Model, Different Perspective of Organizational Communication, Media of Communication, Use of Communication by Management, Barriers to Effective Communication.

Fundamentals of Business Writings Written Communication Techniques; Writing Plan. Implementing the Plan, Principles of Effective Writing, Techniques for Effective Writing, Readability Checks.

Pattern of Business Letters Directness in Initiating Routine Letters, Answering Routine Letters. Indirectness for Bad News and Persuasion, Memorandums.

Applications to Specific Letter Situations Persuasion in Sales Writing; Pattern Variations in Collections, Strategy in Job Application.

Fundamentals of Report Writing Basic of Report Writing, Report Structure, the Shorter Form, Long Formal Reports.

Standards and Physical Aspects of Communication Graphic Aids to Communication. Physical Presentation of Reports & Letters. Correctness of Communication.

Other Forms of Business Communication Public Speaking and Effective Presentation Skills. Listening as a Communication Tool, Communication in Groups. Seminars Symposia and Formal Meetings, Designing and Conducting a Training Program.

Text Book: Basic Business Communication, Raymond V. Lesiker, Irwin.

Core/Compulsory Courses

Course No. MKT - 507: Marketing Management

Defining Marketing for the twenty-first Century The New Economy, Marketing Tasks, Marketing Concepts and Tools, Company Orientations Toward the Marketplace, How Business and Marketing Are Changing.

Adapting Marketing to the New Economy The Major Drivers of the New Economy, How Business Practices Are Changing, How Marketing Practices Are Changing: E-Business, How Marketing Practices Are Changing: Setting Up Web Sites, How Marketing Practices Are Changing: Customer Relationship Marketing.

Building Customer Satisfaction, Value and Retention Defining Customer Value and Satisfaction, The Nature of High-Performance Businesses, Delivering Customer Value and Satisfaction Attracting and Retaining Customers, Customer Profitability, Company Profitability, and Total Quality Management.

Wining Markets Through Market-Oriented Strategic Planing Strategic Planning: Three Key Areas and Four Organizational Levels, Corporate and Division Strategic Planning, Business Unit Strategic Planning, The Marketing Process, Product Planning: The Nature and Contents of a Marketing Plan.

Dealing with the Competition The Components of a Modern Marketing Information System, Internal Records System, The Marketing Intelligence System, Marketing Research System, Marketing Decision Support System.

Identifying Market Segments and Selecting Target Markets Levels and Patterns of Market Segmentation, Segmenting Consumer and Business Marketing, Market Targeting.

Positioning and Differentiating the Market Offering Through the Product Life Cycle Developing and Communicating a Positioning Strategy, Adding Further Differentiation, Differentiation Tools, Product Life-Cycle Marketing Strategies.

Developing New Market Offerings 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.

Setting the Product and Branding Strategy The Product and the Product Mix, Product-Line Decision, Brand Decisions, Packaging and Labeling.

Developing Price Strategies and Program Setting the Price, Adapting the Price, Initiating and Responding to Price Changes.

Designing and Managing Value Networks and Marketing Channels What is Value Network and Marketing-Channel System, Channel Design Decision, Channel-Management Decisions, Channel Dynamics.

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

Course No. MKT – 508: 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. (13th Edition)
- (2) W Chan Kim and Renee Mauborgne, Blue Ocean Strategy.

Course No. MKT - 509: Marketing Research

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

Defining the Marketing Research Problem and Developing on Approach The Process of Defining the Problem, Developing an Approach to the Problem, Environmental Context of the Problem, Management Decision Problem and Marketing Research Problem, Defining the Marketing Research Problem, Components of the Approach.

Research Design Exploratory, Descriptive and Causal Research; Relationships among Exploratory, Descriptive, and Causal Research; Potential Sources of Error, Budgeting and Scheduling the Project, Marketing Research Proposal.

Exploratory Research Design Secondary Data Primary Versus Secondary Data, Criteria for Evaluating Secondary Data, Classification of Secondary Data, Qualitative Research: Rationale for Using Qualitative Research, A Classification of Qualitative Research Procedures, Focus Group Interviews, Depth Interviews, Projective Techniques.

Descriptive Research Design: Survey and Observation Survey Methods: Telephone, Personal and Mail Methods; A Comparative Evaluation of Survey Methods, Selection of Survey Methods(s), Observation Methods: Observation Methods Classified by Mode of Administration, A Comparative Evaluation of Observation Methods, A Comparison of Survey and Observation Methods.

Causal Research Design: Experimentation Concept of Causality, Conditions for Causality, Validity in Experimentation, Extraneous Variables, Controlling Extraneous Variables, A Classification of Experimental Designs: Pre-Experimental Designs, True Experimental Designs, Quasi-Experimental Designs, Statistical Designs; Laboratory versus Field Experiments, Limitations of Experimentation.

Measurement and Scaling Comparative Scaling: Measurement and Scaling, Primary Scales of Measurement, Comparative Scaling Techniques and Verbal Protocols, Noncomparative Scaling Techniques: Continuous Rating Scale, Itemized Rating Scale, Noncomparative Itemized Rating Scale Decisions, Multi-item Scales, Scale Evaluation: Measurement Accuracy, Reliability and Validity; Relationship between Reliability and Validity, Generalizability and Choosing a Scaling Technique.

Questionnaire and Form Design Questionnaire Design Process: Overcoming Inability to Answer, Overcoming Unwillingness to Answer, Choosing Question Structure, Choosing Question Wording, Determining the Order of Questions; Form and Layout, Reproduction of the Questionnaire, Pretesting; and Observational Forms.

Sampling: Design and Procedures: The Sampling Design Process, A Classification of Sampling Techniques, Nonprobability Sampling Techniques and Probability Sampling Techniques, Choosing Nonprobability versus Probability Sampling, Uses of Nonprobability and Probability Sampling, Final and Initial Sample Size Determination: The Sampling Distribution, Statistical Approach to Determining Sample Size, The Confidence Interval Approach, Multiple Characteristics and Parameters, Adjusting the Statistically Determined Sample Size.

Field Work The Nature of Field Work, Field Work and Data Collection Process, Selecting Fields Workers, Training Fields Workers, Supervising Fields Workers, Validating Fields Work, and Evaluating Field Workers.

Data Preparation The Data Preparation Process, Questionnaire Checking, Editing, Coding Transcribing, Data Cleaning, Statistically Adjusting the Data, Selecting a Data Analysis Strategy.

Analysis Frequency Distribution, Cross Tabulation and Hypothesis Testing Statistics Associated with Frequency Distribution, Introduction to Hypothesis Testing, A General Procedure for Hypothesis Testing, Statistics Associated with Cross-tabulation, Cross-Tabulation in Practice, Hypothesis Testing Related to Differences, Parametric and Non-Parametric Tests.

Analysis of Variance and Covariance Relationship among Techniques, One-Way Analysis of Variance (ANOVA), Statistics Associated with One-Way ANOVA, Conducting One-Way ANOVA, Illustrative Applications of One-Way ANOVA, Assumptions in ANOVA, Analysis of Covariance ANCOVA, Issues in Interpretation, Repeated Measures ANOVA, Nonmetric Analysis of Variance, Multivariate Analysis of Variance.

Correlation and Regression Product Moment Correlation, Partial Correlation, Nonmetric Correlation, Regression Analysis, Bivariate Regression.

Introduction to Multivariate Analysis Multiple Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Multidimensional Scaling and Conjoint Analysis.

Report Preparation and Presentation Importance of the Report and Presentation, The Report Preparation and Presentation Process, Oral Presentation, Reading the Research Report, Research Follow-up.

International Marketing Research Marketing Research in International Context, A Framework for International Marketing Research.

Ethics in Marketing Research Importance of Ethics in Marketing Research, Stakeholders in Marketing Research, Guidelines for Ethical Decision Making, An Ethical Framework, Ethics and the Marketing Research, Process.

Selected Cases As Determined by the Instructor.

Text Books: Marketing Research, Naresh K. Malhotra, Prentice Hall Inc.

Course No. MKT – 510: Consumer Behavior

Introduction Consumer Decision Making, An Overview of Consumer Behavior, Psychological, Sociological Anthropological and Economic Concept Pertinent to Consumption, Theories and Models, Building, Role of Theory, Criteria of Sound Theory in Consumer Behavior, How Models are Constructed?, Different Models of Consumer Behavior

Environmental Influence

Culture Components of Culture, Useful Concepts of Cultural Analysis, Cross Cultural Research and Multinational Marketing Subcultures

Social Organization and Reference Groups Socialization Reference Group Norms and Conformity, Social Change, How Social Trends Will Affect Consumption

Social Class Social Stratification, Research Models of Social Class, Social Class and Buying Behavior

Family Influences on Family Decision-Making, Using Family Concepts in Marketing

Individual Influences

Learning Learning Theory, Behavior Modification in Psychology and Marketing Retention & Forgetting of Advertising Message, Habit Formation and Brand Loyalty

Perception Theories of Perception, Model of Perception, Factors Determining Perception, Features of Perception Affecting Consumer Behavior

Motivation and Personality Motivation Theory, Motivation Research Methods, the Concept of Personality

Attitudes Influence of Attitudes, Attitude Organization, Three Component Attitude Models, Functions of Attitudes, How Attitudes are Measured, Attitudes Change, Cognitive Dissonance Theory, Multiattribute Theory

Consumer Purchasing Process and Consumer Decision Process

Text Book: Consumer Behavior (Concepts and Strategies)-Harold W. Berkman and Christopher C. Gilson, Kent Publishing Company.

Reference Books:

1. **Perspectives in Consumer Behavior**, -Harold H. Kassengian and Thomas S. Robertson, Scott Forceman and Company.
2. **Consumer Behavior**-David L. Loudon & Albert J. Della Bitta-McGrwa-Hill International Editions, Marketing Series-1993 or Latest Edition.
3. **Consumer Behavior**-Leon G. Schiffman and Leslie Lazer Kanuk Prentice-Hall of India Ltd.,1998.

Course No. MKT – 511: Global Marketing

Introduction **Marketing Frames of Reference, Organizing Marketing Experience, Researching International Markets Country Analysis, Demographic Facts, Cultural Insights, Political Realities**

Positioning Global Brands **Marketing Teamwork, Marketing Strategy, Product Positioning, Channel Management**

Promotion Marketing **Promotion Marketing, Prices Signals, Sales Force Behavior, Value Marketing, Marketing Forecasts.**

Text Book: Global Marketing, Douglas Lamont,

Electives/Specialized Courses

Course No. MKT – 512: Services Marketing

Introduction to Services What are services?, Why Service Marketing?, Service and Technology

Differences in Goods vs. Services Marketing, Service Marketing Mix, The Gaps Model of Service Quality

Consumer Behavior in Service Search Versus Experience Versus Credence Properties, Decision-Making Process, The Role of Culture in Services.

Customer Expectations of Service Meaning and Types of Service Expectations, Factors that Influence customer Expectations of Service, A Model of Customer Service Expectations, Current Issues Involving Customer Service Expectation.

Customer Perceptions of Service Customer Perceptions, Customer Satisfaction, Service Quality, Service Encounters, Strategies for Influencing Customer Perceptions.

Building Customer Relationships Relationship Marketing, Relationship Value of customers, Foundations for Relationship Strategies, The Customer is not Always Right, customer Profitability Segments, Levels of Relationship Strategies.

Service Recovery The Impact of Service Failure and Recovery, How Customers Respond to Service Failures?, Why do (and Don't) People Complain? When they Complain---What Do Customers Expect, Switching vs. Staging Following Service Recovery, Service Recovery Strategies, Service Guarantees.

Service Development and Design Challenges of Service Design, Stages in New Service Development, Service Blueprinting, Quality Function Deployment, High-performance Service innovations.

Employees' Roles in Service Delivery The Critical Importance of Service Employees, Boundary-Spanning Roles, Strategies for closing Gape 3, Service Culture.

Customers' Role in Service Delivery The Importance of Customers in Service Delivery, Customers' Roles, Self-service Technologies, Strategies for Enhancing Customer Participation.

Delivering Service Through Intermediaries and Electronic Channels: Service Intermediaries, Direct or Company-Owned Channels, Common Issues Involving Intermediaries, Key Intermediaries for Service Delivery, Strategies for Effective service Delivery through Intermediaries.

Integrated Services Marketing Communications The Need for Coordination in Marketing Communication, Key Reasons for Service Communication Problems, Four Categories of Strategies to Match Service Promises with Delivery, Exceeding Customer Expectations – Caveats and Strategies.

Pricing of Service Three Key Ways Service Prices are Different for Consumers, Approaches to Pricing Services, Pricing Strategies that Link to the Four Value Definitions.

Text Book: Service Marketing: Integrating Customer Focus Across the Firm, Valaric A. Zeithaml and Mary Jo Bitner, McGraw Hill

Course No. MKT – 513: Supply Chain Management

Building Strategic Framework to Analyze Supply Chains Understanding the Supply Chain, Supply Chain Performance: Achieving Strategic Fit and Scope, Supply Chain Drivers and Obstacles.

Designing the Supply Chain Network Designing the Distribution Network in a Supply Chain, Network Design in the Supply Chain, Network Design in an Uncertain Environment.

Planning Demand and Supply in a Supply Chain Demand Forecasting in a Supply Chain, Aggregate Planning in the Supply Chain, Planning Supply and Demand in the Supply Chain: Managing Predictable Variability.

Planning and Managing Inventories in a Supply Chain Managing Economics of Scale in the Supply Chain: Cycle Inventory. Managing Uncertainty in the Supply Chain: Safety Inventory, Determining Optional Level of Product Availability.

Sourcing, Transporting, and Pricing Products Sourcing Decisions in a Supply Chain, Transportation in the Supply Chain, Pricing and Revenue Management in the Supply Chain.

Text Book: Supply Chain Management, Sunil Chopra & Peter Meindl, Prentice-Hall of India.

Course No. MKT – 514: Customer Relationship Management

CRM Scope and Importance

Customer Equity Customer Life-time Value

Value Equity Quality, Price, Convenience

Brand Equity Brand Awareness Customer Attitude toward the Brand, Brand Ethics.

Relationship Equity Relationship Marketing, Loyalty Programs, Special Recognition and Treatment Programs, Community Building Programs, Knowledge-Building Programs.

Key Customer Relationship Management Winning, Managing and Developing Key Accounts Business, Creating an effective KCRM organization Customer Profitability, Business Plan for each Key Customer CRM Information Technology, Building Effective Customer terms Negotiating with key customers.

Text: The Handbook of Key Customer Relationship Management, Ken Burnett,

Course No. MKT – 515: Brand Management

Brand and Brand Management What is Brand? Can Anything Be Branded? Branding Challenges & Opportunities, Brand Equity Concept, Strategic Brand Management Process.

Customer-Based Brand Equity Brand knowledge, Sources of Brand Equity, Strong Brand, Brand Building Implications.

Brand Positioning and Values Identifying & Establishing Brand Positioning, Positioning Guidelines, Defining and Establishing Brand Values.

Choosing Brand Elements to Build Brand Equity Criteria for Choosing Brand Elements, Options & Tactics for Brand Elements.

Designing Marketing Programs to Build Brand Equity New Perspectives on Marketing, Product Strategy, Pricing Strategy, Channel Strategy.

Integrating Marketing Communications to Build Brand Equity Information Processing Model of Communications, Overview of Marketing Communication Options, Developing Integrated Marketing Communication Programs.

Leveraging Secondary Brand Knowledge to Build Brand Equity Conceptualizing the Leveraging Process, Company, Co-Branding, Licensing & Celebrity Endorsement.

Developing a Brand Equity Measurement and Management System The Brand Value Chain, Establishing a Brand Equity Management System.

Measuring Sources of Brand Equity; Capturing Customer Mindset Qualitative Research Techniques, Quantitative Research Techniques.

Designing and Implementing Branding Strategies The Brand Product Matrix, Brand Hierarchy, Designing a Branding Strategy.

Text Book:

1. Strategic Brand Management: Branding, Measuring, and Managing Brand Equity. (Second Edition), Kevin Liane Keller. Pearson Education, Inc. 2003

Course No. MKT – 516: 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. (3rd 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 – 517: 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. (6th 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. (2nd Edition)
- (3) Digital Marketing Analytics-Making sense of consumer data in a digital world by Chuck Hemann and Ken Burbary (2013).