



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राया-सूचानी, बागला, जिला सांबा-181143 जम्मू; जम्मू एवं कश्मीर
Rahya- Suchani (Bagla), District Samba-181143, Jammu (J &K)

No. 4-16/CUJ/Reg/Acad/SCM/2021/ 257

06 July, 2021

NOTIFICATION No. 49 /2021

Sub: Course Scheme and Syllabus Notification of **Ph.D. in MBA (Marketing Management)** w.e.f. Academic Session **2020-21** – Reg.

It is hereby notified for the information of all concerned that on the recommendation of the Board of Studies of Department of Marketing and Supply Chain Management, Dean, School of Business Studies, the Vice Chancellor in anticipation of approval of Academic Council has approved the following **Course Scheme** and **Syllabus** of **Ph.D. in MBA (Marketing Management)** w.e.f. Academic Session **2020-21**.

The approved Course Matrix and Syllabus are as under:

Course Code	Course Title	Credit	ESE	Max Marks
Core Courses				
PHSMM1C001T	Marketing Management	4	100	100
PHSMM1C002T	Advanced Marketing and Supply Chain Management	4	100	100
PHSMM1C003T	Research Methodology	4	100	100
PHSMM1C004T	Seminar on Thrust Area	4	100	100
PHUNI1C001T	Research and Publication Ethics	2	50	50
Total		18	-	450


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Encl: Syllabus of 1st to 4th Semester

To: Head, Department of Marketing and Supply Chain Management

Copy to: Controller of Examinations

Department of Marketing and Supply Chain Management

PhD Course Work Syllabus

Course Title	Marketing Management	Credit:	04
Course Code	PHSMM1001T	Internal Assessment:	—
Duration of Examination	3 Hrs	University Examination	100

Objective: To enable the scholar to explore emerging areas in Marketing that will facilitate in choosing an appropriate topic for research and help understand the theoretical backdrop of his/her area of research.

Unit I

Marketing Management: Concept of Product and Product Mix; New techniques in market Segmentation, Targeting & Positioning; Emerging issues related to New Product Development, Pricing and Channels of Distribution.

Unit II

Integrated Marketing Communication: Advertising, Publicity, Sales Promotion, Personal Selling, Internet Marketing, Public Relation; Marketing Technology, Advertising Research Marketing Data and Analytics.

Unit III

Branding: Strategic Brand Management process; Establishing Brand values, Brand Elements, Brand Image Building; Brand Loyalty Programs; Brand Equity; Role of Brand Ambassadors, Celebrity Endorsements; Brand extensions and Co-branding.

Unit IV

Social Marketing: Emerging areas in social marketing like financial products, health etc.; Marketing through Social Media; Promotion of environmental marketing through social media engagement; Role of social marketing in consumer decision making process.

Suggested Readings:

1. Kotler, P. (2015). Marketing Management, Analysis, Planning, Implementations and Control. New Delhi: Pearson Education.
2. Stanton William, J. (2015). Fundamentals of Marketing. New Delhi: McGraw- Hill.
3. Kotler, P. and Armstrong, G. (2015). Principles of Marketing. New Delhi: Pearson Education.
4. Ramaswamy, V.S. & Namakumari, S. (2007). Marketing Management: Planning, Implementation and Control. New Delhi: Macmillan India Ltd.
5. Etzel, M.J., Walker, B.J. and Stanton, W. J. (2007). Marketing concept & Cases special Indian Edition. New Delhi: Tata McGraw- Hill.
6. Carthy, M. and Perreault (2009). Basic Marketing: A Global Marketing Approach, New Delhi: Tata McGraw- Hill.
7. Kurtz, D.L. and Boone, L.E. (2007). Principles of Marketing. New Delhi: Thomson publishers.

Department of Marketing and Supply Chain Management
Ph.D. Course Work Syllabus

Course Title	Advanced Marketing and Supply Chain Management	Credit:	04
Course Code	PHS MM 1100 2T	Internal Assessment:	—
Duration of Examination	3 Hrs	University Examination	100

Objective: The objective of this course is to acquaint the students with progressive marketing essentials, general management and encapsulate the essentials of supply chain management.

Unit I

Progressive Marketing Essentials: Extrapolation of marketing mix; Service marketing; Marketing through Social Media; Role of MIS in Marketing & SCM Technology; Devising new tools for measuring advertising effectiveness; Leveraging consumer behavior; Branding and celebrity endorsements.

Unit II

Emerging Ideas of Modern Management: Green Marketing; Concept of Social Entrepreneurship; Women Entrepreneurship; Employer branding; EGovernance; Business Process Reengineering; Environmental Ethics; Corporate Environmental Citizenship (CEC).

Unit III

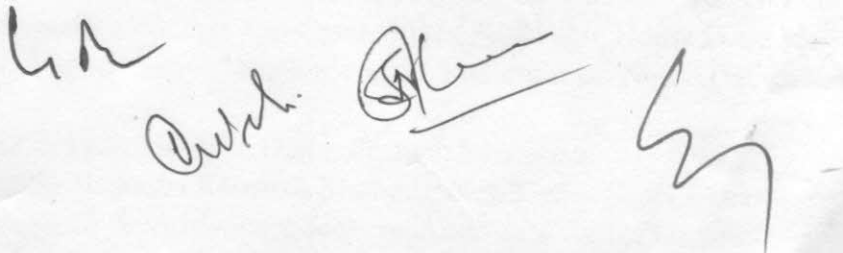
Supply Chain Essentials: Supply Chain concept and importance; Strategic decisions in supply chain; Role of logistics service providers in supply networks; Transportation administration; Factors affecting transportation decisions; Creating Agile supply chains.

Unit IV

Progressive Supply Chain: Reverse Supply Chain; Challenges and trends in managing Reverse Supply Chain; CSR in supply chain; Green supply chain management; Role of Information Technology in supply chain management; Supply chain Benchmarking; Role of e-commerce in Supply Chain Management.

Suggestive Readings:

1. Kotler, P. (2015). Marketing Management, Analysis, Planning, Implementations and Control. New Delhi: Pearson Education.
2. Poornima, C. (2011). Entrepreneurship Development - Small Business Enterprises. New Delhi: Pearson.
3. Stanton William, J. (2015). Fundamentals of Marketing. New Delhi: McGraw-Hill.
4. Michael Hugos, Essentials of Supply Chain Management, John Wiley & Sons, Inc.
5. Sunil Chopra, Peter Meindl and D.V. Kalra, Supply Chain Management- Strategy, Planning and Operation, Pearson.
6. V.V. Sople, Supply Chain Management- Text and cases, Pearson



Department of Marketing and Supply Chain Management
PhD Course Work Syllabus

Course Title	Research Methodology	Credit:	04
Course Code	PHSMM1C003T	Internal Assessment:	—
Duration of Examination	3 Hrs	University Examination	100

Course objective: Understanding of the concepts, theories, dominant paradigms and practices in the area. Necessary skills and knowledge to determine the information necessary to address an identified research problem which may be basic or applied. Practical skills in developing instruments for both qualitative and quantitative methods. Necessary insights into variety of methods employed to collect and analyse both quantitative and qualitative data about consumers, employees, and businesses.

Unit: I

Introduction to Research: Meaning & Definitions; Objectives of Research; Types of Research; Research Approaches-Quantitative & Qualitative; Research Process, Defining Research Problem, Review of Literature, Objectives & Hypothesis formulation, Criteria of good research; Problems Encountered by Researchers.

Unit: II

Research Design: Meaning, Nature and Process, Concepts, Classification-Descriptive, Exploratory, Experimental and Causal, Necessary conditions for making casual Inferences.

Sampling Design: Concept of universe & sample, steps in sampling design, types of sampling designs: probability and non- probability, characteristics of good sampling design, sampling errors, Central limit theorem.

Unit III

Data Collection Methods: Sources-Primary & Secondary, Benefits and drawbacks of Secondary data, Evaluation of Secondary data, Classification of Secondary data, Difference between qualitative and quantitative data methods, Methods of Qualitative Research-Focus Group Method, Personal Interview Method and Projective Techniques. Questionnaire – Design, development and validation.

Data Processing preparation: Editing, Coding, classification & tabulation; Statistical tools for Data analysis; Tests of hypothesis: Parametric and Non Parametric Tests; Interpretation of Statistical Results.

Unit IV

Research Report-Writing: Steps in writing report, layout of research report, types, precautions, Reporting Research Findings—Differences between academic and business audience.

SPSS: Introduction to SPSS, Working in SPSS Environment, Descriptive statistics in SPSS and Interpretation, Working with MS Solver in MS Excel, Descriptive statistics in Excel and Interpretation.

Suggested Readings:

1. Alan, B. & Bell. E. (2011). Business Research Methods. Toronto: Oxford University Press.
2. Malhotra, NK & Dash S, (7th Ed.). Marketing Research- An application Orientation, Pearson Education
3. Chawla, D. (2nd Ed.). Research Methods- Concepts and Cases, Vikas Publishing House Pvt. Ltd.
4. Kothari, C.R. (2014). Research Methodology: Methods and Techniques. New Delhi: New Age Publishers.
5. Bajpai, N. (2011). Business Research Methods. New Delhi: Pearson Education.
6. Murthy, S. N. & Bhojanna, U. (2010). Business Research Methods. New Delhi: Excel Books.
7. Gravetter, F.J. (2016). Research Methods for the Behaviourial Sciences. Australia: Cengage Learning.

DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

CENTRAL UNIVERSITY OF JAMMU

Ph.D. Course Work Syllabus

PHSM1C004T

Subject: Seminar on Thrust Area

Credit: 04

The Ph.D. scholar has to give a seminar on broad area of chosen Research topic or Literature Review or Research Paper of relevance and subsequently be evaluated as per the below mentioned format.

Seminar on Research topic or Literature Review or Research Paper	• Presentation	40 marks
	• Viva- voce	40 marks
	• Submission of hard copy of presentation in 3500 -- 5000 words	20 marks
	Total Marks	100 marks

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DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

Ph.D. Course Work Syllabus

Course Title	Research and Publication Ethics	Credit:	02
Course Code	PHUN11C001T	Internal Assessment:	—
Duration of Examination	3 Hrs	University Examination	50

Objectives: The objective of the coursework is to provide students with the fundamental knowledge of basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor etc). Guide and mentor students in presenting plagiarism tools for a valid and ethical research report.

Unit I

Philosophy and Ethics: Introduction to philosophy: definition, nature and scope, concept, branches. Ethics: definition, moral philosophy, nature of moral judgments and reactions.

SCIENTIFIC CONDUCT 1. Ethics with respect to science and research. 2. Intellectual honesty and research integrity. 3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP). 4. Redundant publications: duplicate and overlapping publications, salami slicing. 5. Selective reporting and misrepresentation of data.

Unit II

Publication Ethics: 1. Publication ethics: definition, introduction and importance 2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc. 3. Conflicts of interest 4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types 5. Violation of publication ethics, authorship and contributor ship 6. Identification of publication misconduct, complaints and appeals 7. Predatory publishers and journals

Unit III

Practice Open Access Publishing: 1. Open access publications and initiatives. 2. SHERPA/ROMEO online resource to check publisher copyright & self-archiving policies. 3. Software tool to identify predatory publications developed by SPPU . 4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

Publication Misconduct-A. Group Discussions 1. Subject specific ethical issues, FFP, authorship 2. Conflicts of interest 3. Complaints and appeals: examples and fraud from India and abroad. B. Software tools Use of plagiarism software like Turnitin, Urkund and other open source software tools

Unit IV

Databases and Research Metrics: A. Databases 1. Indexing databases 2. Citation databases: Web of Science, Scopus, etc. B. Research Metrics 1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score. 2. Metrics: h-index, g index, i10 index, altmetrics.

Suggested Readings

- The Ethics of Teaching and Scientific Research By MiroTodorovich; Paul Kurtz; Sidney Hook.
- Research Ethics: A Psychological Approach By Barbara H. Stanley; Joan E. Sieber; Gary B. Melton.
- Research Methods in Applied Settings: An Integrated Approach to Design and Analysis By Jeffrey A. Gliner; George A. Morgan Lawrence Erlbaum Associates, 2000.
- Ethics and Values in Industrial-Organizational Psychology By Joel Lefkowitz Lawrence Erlbaum Associates, 2003.