

**Indian Institute of Technology Guwahati**  
**Proposal for a New Course/ Revision of a Course**

Course Number & Title: BM716 & Marketing Models	
L-T-P-C: 3-0-0-6	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Doctor of Philosophy (Ph.D)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, .....)	
Overview of Quantitative Models in Marketing; Models of Consumer Behaviour: Understanding the stages of Consumer choice, Process oriented model; Models of Marketing Strategy components, Price: Microscopic view of Pricing, Demand and cost information for pricing decisions; Product: Theory of product strategy, Decision models for product design; Advertising: The effects of advertising, Objective setting and budgeting, media selection and scheduling; Promotion: Promotional models; Distribution Channel: Distribution Strategy, location and logistics; Sales Force: Personal Selling.	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".	
Texts: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	Lilien, G. L., Kotler, P., & Moorthy, K. S., <i>Marketing Models</i> , Pearson Education: Prentice Hall of India, 1998.
2.	Leeflang, P. S., Wittink, D. R., Wedel, M., & Naert, P. A., <i>Building models for marketing decisions</i> , Vol 9, Springer Science & Business Media, 2013.
3.	
References: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

Detailed Course Content (Optional)		
It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
Total Number of Lectures =		