

22PCM406T					Transportation and Marketing of Petrochemical Products					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hours/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
2	0	0	2	2	25	50	25	--	--	100

COURSE OBJECTIVES:

- Learn how to develop and implement strategies for profits-maximization in dynamic retailing environments
- Understand how to monitoring performance of products
- Be able to forecast future sales quantities
- Grasp the procedures for managing day-to-day operations of networks of retailers and resellers.

UNIT I: Transportation**6 Hr.**

Transportation of petroleum & petroleum products. Transportation modes. Storage methods. Basics of pipeline construction, operation and protection. Pump and compressor stations. Instrumentation and control.

Unit II: Storage**7 Hr.**

Metering and measurements of oil and gas. Indian and Global supply scenario of petroleum and petroleum products. Product quality control. Storage of petroleum products in fixed installations. Standards and regulations. Types of storage tanks. Underground storage of natural gas. Bulk distribution and handling- domestic, commercial and industrial.

UNIT III: Basic concepts of marketing management**6 Hr.**

Marketing mix, Consumers & Resellers behaviour, Demand forecasting & Demand management, Channel management, Market research Product life cycle, Product development, Product launching.

UNIT IV: Marketing in Petroleum Sector**7 Hr.**

Dynamics of Energy Market, Product mix, understanding customers/ Potential customers, Distribution network, Marketing location management, Transport models/ modes with comparative analysis, Reseller network, Government & Industry regulatory norms influencing petroleum product marketing, Lateral marketing initiatives/ strategies in oil industry in Pool APM scenario. BPRE (Business Person Re-engineers) aligned towards strategic marketing initiatives in oil industry, Integrated marketing in petroleum sector.

Max. 26 Hr.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: Understand the storage and transportation methods.

CO2: Measure the petroleum products and quality assurance.

CO3: Understand the major problems affecting the storage and distribution of petroleum products.

CO4: Analyse the production and demand.

CO5: Coordinate the various marketing environment variables and interpret them for designing marketing strategy.

CO6: Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

TEXT/REFERENCE BOOKS:

1. Abdel-Aal, Hussein K., and Mohammed A. Alsahlawi, Petroleum Economics and Engineering. CRC Press, 2013.
2. Speight, James G. An Introduction to Petroleum Technology, Economics, and Politics. John Wiley & Sons, 2011.
3. Gary, James H., et al. Petroleum Refining: Technology and Economics. CRC press, 2007.
4. Mokhatab, Saeid, William A. Poe, and John Mak. Handbook of Natural gas Transmission and Processing: Principles and Practices. Gulf professional publishing, 2018.
5. Couper, James Riley. Process Engineering Economics. CRC press, 2003.
6. Galbe, Mats, et al. "Process Engineering Economics of Bioethanol Production. "Biofuels" 2007, 303-327.
7. Masseron, Jean. Petroleum Economics. Editions Technip, 1990.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100**

Part A: 10 Questions each carrying 5 marks

Part B: 5 Questions each carrying 10 marks

Exam Duration: 3 Hr.

50 Marks

50 Marks