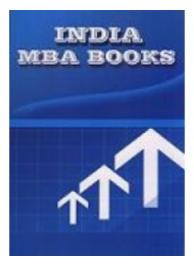
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environment: Internal and External - Marketing interface with other functional areas - Production, Finance, Human Relations Management, Information System. Marketing in global environment - Prospects and Challenges.

UNIT II MARKETING STRATEGY - Marketing strategy formulations - Key Drivers of

Marketing Strategies - Strategies for Industrial Marketing — Consumer Marketing — Services marketing — Competitor analysis - Analysis of consumer and industrial markets

- Strategic Marketing Mix components.

UNIT III MARKETING MIX DECISIONS - Product planning and development - Product life

cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT IV BUYER BEHAVIOUR - Understanding industrial and individual buyer behavior -Influencing factors — Buyer Behaviour Models — Online buyer behaviour - Building and

measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

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