

MKTG103 Principles of Marketing- II



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MKTG103 Principles of Marketing- II
Module I – Product Strategy & Brand Management
Descriptors/Topics
Product: Concept & Levels
Classification of Products: Consumer and Industrial

Strategies for different types of Consumer Products & Product Differentiation

Product Mix

Product Line Decision

Product Life Cycle and various strategies

New Product Development: Challenges & Process

Packaging & Labeling: Concept & Importance

Concept of Brand, Brand Equity

Brand Positioning & Branding Strategies

Celebrity Endorsement

Brand Loyalty

Module II - Pricing Considerations and Strategies

Descriptors/Topics 20

Introduction to various objectives of pricing

Pricing Process

Adapting the price: Concept of Geographical Pricing, Promotional Pricing, and Discriminatory Pricing.

Understanding various pricing strategies and their application.

Module III – Distribution and Logistics Decision

Descriptors/Topics 25

Nature of Marketing Channels

Channel Functions and Flows

Channel Design and Management Decisions

Channel Dynamics

Introduction to Wholesaling, Retailing and Logistics

Module IV - Deciding on the Marketing Communications Mix

15

Descriptors/Topics

The process of deciding the Marketing communication mix

Marketing communication budget

Introduction to various elements of integrated marketing communications: concept and tools of: advertising, public

relations, sales promotion, direct marketing, personal selling: concept and process

Module V - Introduction to Global Market Place

Descriptors/Topics

Challenges and opportunities of Globalization. Factors governing entry into foreign markets

Marketing Mix for Global Markets

Trends in international marketing

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