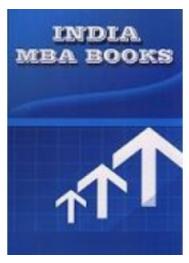
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Segmentation, Targeting and Positioning Competitive strategies

Unit – III Developing the marketing mix: Product and Price Product classifications,

Product Mix Product management decisions, Product Life Cycle strategies New Product

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Unit – IV Developing the marketing mix: Place and Promotion Distribution channels

and physical distribution – channel design decisions, channel management decisions Retailing and wholesaling – Retail classification, retailer marketing decisions,

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