

MARKETING MANAGEMENT



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Description

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process The importance and scope of marketing Evolution of marketing: From transaction-based to relationship marketing Fundamental marketing concepts Marketing and customer value The marketing environment (macro and micro), ethics and

social responsibility Marketing management process

Unit – II Marketing planning, information and strategy Strategic planning and the marketing process; Developing marketing plans Marketing research and Decision support systems Understanding consumer behaviour – marketing implications Market 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 Development Pricing considerations and approaches (cost-based, buyerbased and competition-based), pricing strategies

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, wholesaler marketing decisions Integrated marketing communication and promotion strategy, Promotion mix

Unit – V Marketing applied Introduction to and the basic concepts of Industrial marketing, Services marketing, Rural marketing, International marketing, marketing for non-profit organizations, marketing in a connected world

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