

# MARKETING MANAGEMENT



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**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

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## **I YEAR – II SEMESTER**

### **COURSE CODE: 7MBA2C1**

## **CORE COURSE –V – MARKETING MANAGEMENT**

### **Unit I**

Marketing – Definition and Core Concepts. Company Orientation towards market place–marketing interface with other functional areas marketing. Introduction to Marketing Mix.

### **Unit II**

Major forces in Marketing Environment - Segmenting, Targeting and Positioning – Consumer behaviour – factors and consumer decision making process.

### **Unit III**

Product – Definition and classification. Product Mix – Product Life Cycle – New Product Development.

### **Unit IV**

Price – factors influencing pricing decision – Steps in setting price and adaptation of price. Distribution Channel – Functions – and design - retailing and wholesaling

### **Unit V**

Promotion – Elements of promotion mix – Objectives and types advertising – Methods of sales promotion for consumers and trade – Steps in personal selling.

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