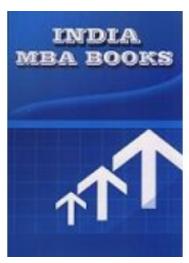
# MARKETING MANAGEMENT



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#### 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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