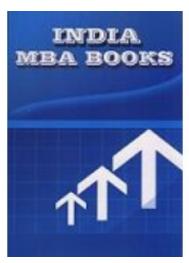
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Marketing – Definition and Core Concepts. Company Orientation towards market place—marketing interface with other functional areas marketing. Introduction to Marketing Mix.

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

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