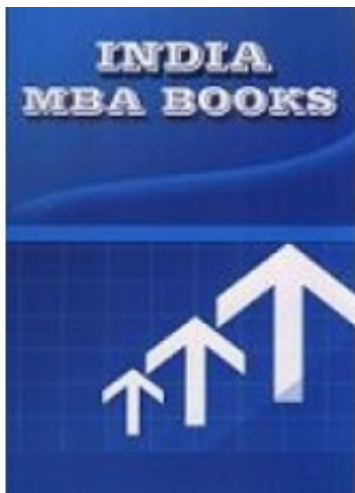


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PREVIEW OF CHAPTERS SYLLABUS

MARKETING MANAGEMENT/ESSENTIALS OF MARKETING

Description

1 Marketing Scope and Concepts, marketing: creating and capturing customer value, partnering to build customer relationship

2 Understanding the market place and consumers: analyzing the marketing environment, managing marketing information to gain customer insight

3 Consumer markets and consumer buyer Behaviour, business markets and business buyer Behaviour.

4 Designing a customer driven strategy and mix: creating value for target customer, products, services and brands, building customer values, new product development and product life cycle strategies.

5 Services and brands: building customer value, new product development and product life

6 Managing Marketing Channels, Logistics and Supply Chain Management, Retailing and Wholesaling

7 Integrated Marketing Communication

8 Sales Promotions, Advertising and Public Relations,

9 Sales Management, Personal Selling, Direct and online Marketing

10 Sustainable marketing: Social Responsibility and Ethics

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