

MARKETING MANAGEMENT SOLVED NOTES EBOOK CHAPTERWISE



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Description

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PREVIEW OF CHAPTERS SYLLABUS

MARKETING MANAGEMENT

Unit-I

Introduction to Marketing and Marketing Management, Marketing Concepts - Marketing Process Marketing mix - Marketing environment.- Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.

Unit-II

Product Decisions - concept of a Product - Product mix decisions- Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies Stages in Product Life Cycle,

Unit-III

Price Decisions - Pricing objectives - Pricing polices and constraints - Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.

Unit-IV

Channel Decision - Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel– Structure and Design of Marketing Channels -Channel co-operation,conflict and competition – Retailers and wholesalers.

Unit - V

Promotion Decision - Promotion mix - Advertising Decision,Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision.

Details

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