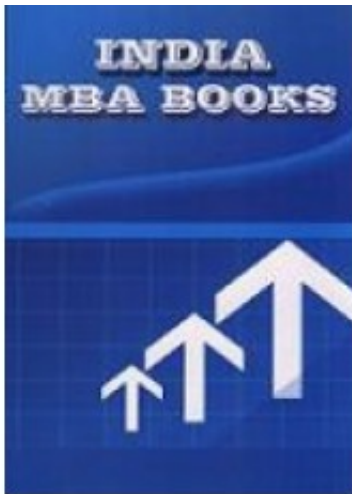


MARKETING MANAGEMENT



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PREVIEW OF CHAPTERS SYLLABUS

MARKETING MANAGEMENT FOR MANAGEMENT

Objective: to develop an understanding of the concepts, issues and strategies in marketing and its management.

Unit – I Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial

Marketing, Services Marketing, Global Marketing.

Unit –II: Marketing Information System and Marketing Research; Consumer Behaviour and

Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and

Targeting.

Unit – III: Development of Marketing Offerings Strategy – New Product Development–

Product line and Decisions–Product-mix–Product Differentiation – Product Life Cycle

Management - Brand Management - Packaging.

Unit – IV: Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value

Networks – Channels of Distribution.

Unit – V : Communicating Value: Designing and Managing Marketing Communications –

Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public

Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in

Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green

Marketing-Direct Marketing etc.

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