

# Marketing of Information Products and Services



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## Short Description

**Goa University Marketing of Information Products and Services**

## Description

**Marketing of Information Products and Services SOLVED PAPERS AND GUESS**

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**RATING OF BOOK: EXCELLENT**

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**MLC – 204 Marketing of Information Products and Services**

**Unit 1**

- Emergence of Information Society and Knowledge Society and conceptualization of Information as a Resource: as a commodity and Information economics, Economics of Information; Growth of Information Industry and Implications on Library and

Information Services and Products. Trans border data flow: agencies in TBDF, types of TBDF, barriers in BDF – access, linguistic, legal, economic and cultural (Information Consolidators, Aggregators, and Consortia etc.)

#### Unit 2

- Marketing concepts; - Corporate Mission; Marketing Strategies. Concept of Marketing in Non-profit Organizations
- Portfolio Management BCG Matrix Model; Product Market Matrix; Product Life Cycle, Pricing Information.

#### Unit 3

- Marketing Mix; Kotler's Four P's; McCarthy's Four P's. Packing, Branding and Advertising

#### Unit 4

- Marketing Plan & Research: Corporate Identity, Marketing plans: Marketing Research. Market Segmentation and Targeting; Geographic and Demographic Segmentation; Behavioral and Psychographics Segmentation; User Behavior and Adoption. Costing and Pricing of Information products and service – objectives and Importance. Influencing factors in pricing. Techniques of pricing
- Marketing Information Products & Services. .

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