

APPLICATIONS OF MARKETING



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APPLICATIONS OF MARKETING

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Consumer Behaviour: Introduction to consumer behaviour, Understanding the role of internal and external influences on consumer behavior, Consumer Decision Making Process. Sales and Distribution: Introduction to Sales, Its Importance, objectives and functions; Sales forecasting & designing sales territories; Distribution Channels: purpose & types of distribution channels

UNIT-II

Retailing: Introduction to Retailing; Organised Vs Unorganised retailing, Types of Retail formats. Internet marketing: Relevance of Internet Marketing, Web analytics, SEO, Social Media Marketing.

UNIT-III

Marketing of Services: Introduction to Services, Characteristics of Services compared to Goods, Service Mix, Gap model of Service Quality, Service classification. Marketing Communication: Elements of Marketing Communication, Relevance of IMC, Designing a Marketing Communication Program

UNIT-IV

Industrial Marketing: Meaning and Concept of Industrial Marketing, Types of Industrial Customers, Classification of Industrial Products, Industrial Buying Process. Rural Marketing: Introduction to rural markets in India, Classification of products and services in rural marketing, Analysis of rural demand, Marketing Practices in rural market.