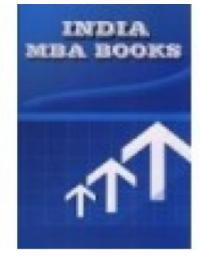
MARKETING MANAGEMENT



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MARKETING MANAGEMENT

Introduction: Nature and scope of marketing, Various marketing orientations, Need, Want, Demand, Elements of Marketing mix, customer value and the value delivery process. Understanding Consumer Beying motives, factors influencing buying behavior, buying habits, stages in consumer buying decisions process, types of consumer buying decisions. Until 12 Unit 2

Market segmentation, Targeting and Prointoning, Manning, Factors influencing segmentation, Market Aggregation, Basis for segmentation of Consumer. Targeting: Meaning, Basis for identifying target customers, Target Market Strategies, Positioning: Meaning, product differentiation strategies, tasks involved in positioning Branding: Concept or Research University Strategies and Consumers Provisioning Meaning, product differentiation strategies, tasks involved in positioning and provisioning Meaning, product differentiation strategies, tasks involved in positioning and provisioning Meaning. The Consumers Provisioning Meaning and Prov

Unit 3
Product Decisiones: Concept, product hierarchy, new product development, diffusion process, Product Life cycle, Product mix strategies. Packaging / Labeling: Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging. Pricing Decisions: Pricing Concepts for establishing value, Pricing Strategies-Value based, Constitution based, Competition based, New product pricing. Pricing Decisions: Pricing Concepts for establishing value, Pricing Strategies-Value based, Constitution based, Competition based, New product pricing. Pricing Decisions: Pricing Concepts for establishing value, Pricing Strategies-Value based, Constitution based, Competition based, New product pricing. Pricing Decisions: Pricing Concepts for establishing value, Pricing Strategies-Value based, Constitution based, Competition based, Value based, Competition based, Value based,

Unit 4

The Celesion: Meaning, Purpose, Channel alternatives, Factors affecting channel choice, Channel design and Channel management decisions, Channel conflict, Retailing & Types of Retailors. Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Public Relation: Meaning, Objectives, Types, and Functions of Public Relation
Sales Promotion: Sales Promotion Mix, Kinds of promotion, Tools and Techniques of sales promotion, Personal Selling. Concept, Features, Functions, Steps/process involved in Personal Selling, Direct Marketing: Meaning, Features, Functions, Growth and benefits of direct marketing, different forms.

Unit of the Concept o

CRM: Meaning, Relationship Marketing Vs. Relationship Management, Types of Relationship Management, Significance of Customer Relationship Management. Global Marketing: current scenarios.	io, Global Marketing environment, Entry strategies, Global P's of Marketing, Recent trends and Innovation in Marketing- Green Marketing, Agile Marketing