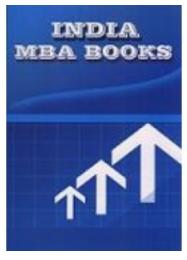
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MARKETING MANAGEMENT

Objective: The objective of this course is to introduce the basic concepts of marketing and to

develop a feel of the marketplace

Module I: Marketing: Nature, scope and importance, marketing concept, Rapid adoption

of

marketing management.

Module II: Marketing Environment : Demographic, Economic, natural, technological, political, legal

and socio- cultural environment, The Indian Marketing Environment, Marketing process and mix.

Module III: Consumer Behavior: The buying decision making process, Targeting,

Positioning, Product life cycles, stages in lifecycle and factors affecting each stage, Managing

product life cycles. New Product development

Module IV: Promotion Tools: Advertising-meaning, objectives & types of advertising decisions,

planning and evaluation of campaign, Trends in Advertising in Indian: Public Relations-Importance

and methods, Direct Marketing Concept: Sales Promotion purposes and tools.

Module V: Market Segmentation: What is Market Segmentation?, Need for Market

Segmentation & Benefits of Market Segmentation, Bases of Segmenting Consumer Market

Module VI: Targeting and Positioning: introduction, concept and definition, Target Marketing and Positioning

Module VII: Product Life Cycle: Meaning of Product Life Cycle (PLC), Stages of P.L.C. and marketing strategies

Module VIII: New Product Development: Meaning of new product, New product development process

Module IX: Marketing Challenges: Marketing in 21

st

century, Impact of globalization, technological

advances. Challenge for rural marketing in India, Need of marketing in the service sector in India.

Module X : Pricing Strategy : Concept of price, Objectives of pricing

Module XI: Pricing methods: introduction, concept and definition, Factors Affecting Pricing

Module XII : Distribution : Marketing Channels - Structure, Functions and Significance, Types

of intermediaries in distribution channel & their functions, Distributions strategies

Module XIII: Logistic Management: Physical distribution, marketing logistics and supply

chain management, Importance, Functions of marketing logistics

Module XIV: Promotion strategy: Promotion Mix, Advertising, Personal Selling & Direct

marketing, Sales Promotion, Publicity and public relations.

Module XV: Product Management: Concept ofproduct, Levels ofproducts, Classification

of products

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