

BBA-203 MARKETING MANAGEMENT



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Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

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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 21st

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 of product, Levels of products, Classification

of products

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