

PAPER-V MARKETING MANAGEMENT

(Questions will be set from each unit)

Objective

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Inputs

UNIT - I Introduction : Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning and overview.

Market Analysis and Selection : Marketing environment macro and micro components and their impact on marketing decisions; market segmentation and positioning; Buyer behaviour; Consumer versus organisational buyers; consumer decision-making process.

UNIT - II Product Decisions : Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life-cycle-strategic implications; New product development and consumer adoption process.

UNIT - III Pricing Decisions : Factors affecting price determination; Pricing policies strategies; Discounts and rebates.

Distribution Channels and Physical Distribution decisions : Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

UNIT - IV Promotion decisions : Communication process; Promotion mix-advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; copy designing and its testing; Media selection. Advertising effectiveness; Sales promotion - tools and techniques.

Marketing Research : Meaning and scope of marketing research; Marketing research process.

UNIT - V Marketing Organisation and Control : Organising and controlling marketing operations.

Issues and Developments in Marketing : Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; relationship marketing and other developments in marketing.