

**CORE COURSE – IX: MARKETING MANAGEMENT**

**UNIT – I**

Marketing Meaning – Concept - Functions – Marketing Planning & Implementing Marketing Programmes – Marketing Environment Market Segmentation and Consumer Behaviour – Marketing Research and Market Information System.

**UNIT – II**

Product: Meaning – Product Planning – Policies –Positioning – New Product Development – Product Life Cycle – Branding, Packing, Labeling.

Price: Pricing Objectives – Factors, Methods and Procedure.

**UNIT – III**

Promotion: Promotion Mix – Advertisement – Message – Copywriting – Advertisement Budgeting – Measuring Advertisement Effectiveness – Media Strategy – Sales Promotion – Personal Selling and Publicity.

**UNIT – IV**

Physical Distribution: Distribution Mix – Managing Channel – Intermediaries – Transport and Warehousing – Distribution Strategies – Distribution Cost Analysis.

**UNIT – V**

Marketing Strategies – Tools for Competitive Differentiation of Product – Strategies for Competitors – Leaders, challenges, follower & niches – Marketing of Services – Consumerism and Consumer Protections. Evaluating & Controlling Marketing Performance. Direct Selling, Direct Marketing.

**Reference Books:**

Marketing Management – PHILIP KOTLER

Marketing – V.S.RAMASAMY & NAMAKUMARI, MacMillan

Fundamentals of Marketing – WILLIAM STANFON – Tata McGraw Hill.

Marketing – BENNET – Tata McGraw Hill.