

**MARKETING MANAGEMENT**

**Max. Marks : 100**

**UNIT I:**

Marketing Management – Meaning – Evolution – Functions & Problems of Marketing Management – Marketing Organisation – Importance – Structure – Qualities, Responsibilities and Functions of a Marketing Manager - Marketing Environment – Recent Trends in Marketing – Mass customization – Customer relationship Management - Online Marketing.

**UNIT II:**

Buyers' Behaviour – Organisational Buying behaviour – determinants – Buying Motives – Buyer Attitudes – Consumer Adoption Process Market segmentation – Marketing Information System – Need – Characteristics – Components – Marketing Research – Scope and objectives – Elements – Importance – Area of marketing Research – Marketing Research techniques.

**UNIT III:**

Product Life Cycle – Product strategies in various stages in the product life cycle - Product planning and development strategy – Organizational arrangements for new products –Branding decision strategy – Packaging strategies – Product differentiation – Segmentation – Line Strategies diversification.

**UNIT IV:**

Pricing – Objectives – Methods – Adopting the price – Initiating and responding to price changes – Factors affecting price determination – procedures for price determination – pricing policies and strategies. Physical distribution – Components – Objective and Importance - Selection of Channels.

**UNIT V:**

Promotion – purpose – social aspects – promotion process – strategy – Sales-Promotion – Objectives and kinds of sales promotion – channels of distribution – Channel Management Decisions – selecting, motivating and evaluating channel members conventional and vertical marketing channels – Growth of multi channel marketing systems. Advertising – features – importance – purposes – media selection – Essentials of Goods Advertisement – Role played by Indian advertising – Personal Selling – process – Essential – factors.

**BOOKS FOR REFERENCE:**

1. S. A. Sherlekar - Marketing Management
2. S. M. Jha & L. P. Sing - Marketing Management
3. Philip Kotler - Marketing Management
4. S. P. Bansal - Marketing Management