

## **12. Marketing Management:**

### **Unit 1.**

Marketing management – meaning and definition . Marketing function, marketing planning . Programme and strategy, Marketing management in consumer and other co-operatives.

### **Unit 2.**

Social marketing, Industrial marketing , Rural marketing – Consumer behaviour and demand concepts, social change and its impact on demand – market segmentation.

### **Unit 3.**

Product planning – base product mix. Product development, branding and packaging, Channels of distribution – Major channels. Channels for consumer products and industrial products.

### **Unit 4.**

Sales management – sales organisation , sales promotion, sales control-advertising . Marketing Research – its usefulness – method of conducting marketing research.

### **Unit 5.**

Marketing management for co-operatives –scope type, techniques, relevance, implications.

### **REFERENCES:**

1. Kamat G.S - Cases in co-operative management.
2. Patil M.B - Trends in co-operative marketing
3. Kamat G.S - Marketing: the Co-operative way
4. Philip kotler - Marketing management analysis
5. Neelamegam .S - Marketing management in India.