

Marketing Management

UNIT – I

Indian Markets: Environment, structure, forces and measurement: Marketing Management: An introduction – The Market Environment Market Planning – Market Research and Information Systems – Understanding the Buying Behaviour – Segmenting and Targeting the Market – Market Measurement and forecasting.

UNIT – II

Assembling Marketing mix for Indian Markets – Product Management – new product decisions – Brand Equity – Pricing Decisions Promotion Decisions in IT.

UNIT – III

Advertising Management – Sales Promotion – Personal Selling Managing the Sales Force – Managing the Distribution Function.

UNIT – IV

Marketing Strategy in I.T. Industry and Organization for Evolving Indian Market; General Marketing Strategies – Marketing Organization – Marketing performance and Control, Marketing Strategy of IT.

UNIT – V

Contemporary issues in Marketing. Global Marketing – Customer Service – Case Studies in Marketing Management.

Text Book:

Rajan Saxena, “Marketing Management”, Tata McGraw Hill Publishing Company.

Reference Book:

1. William Stanton, “Fundamentals of Marketing” - McGraw Hill.
2. Marvin A.Jolson “Marketing Management”.
3. Edward Cundiff, Still & Govonic, “Fundamentals of Marketing”.
4. Joseph Guiltnam “Marketing Management Strategies Programm”.
5. Philip Kotler, “Marketing”