

Core Course II – MARKETING

Unit I:

Definition and Meaning of Marketing – Modern concept of Marketing – Marketing and selling – Marketing functions – buying – transportation – warehousing – standardization - Grading – Packaging.

Unit II:

Buyer's behaviour – Buying motive – Market segmentation – Marketing strategies – product development, introduction of new product – branding – packaging brand loyalty – Product life cycle.

Unit III:

Pricing methods and strategies – Physical Distribution – Wholesaler and Retailer – Services rendered by them.

Unit IV:

Promotional methods – Advertising – Publicity – Personal selling – sales promotion

Unit V:

Marketing Research – Importance in Marketing decisions – Interactive marketing – Use of Internet – Online auction.

Text Book Recommended:

- Either a. Marketing by Rajan Nair – Sultan Chand Company (or)
b. Marketing Management by Sherlekar