

MARKETING MANAGEMENT & MARKETING RESEARCH

Marketing Management Philosophies-What is marketing ? - the concepts of marketing.

Strategic planning-Marketing Management process-analysis marketing opportunities, selecting target consumers, and developing marketing mix.

Analysis of macro and microenvironment.

Marketing Research as an aid to marketing. Marketing Research Process - Sales forecasting -Techniques.

Buyer behaviour; influence factors on Consumer Behaviour Buying situations -buying decision process -industrial buyer behaviour.

Market segmentation, targeting and positioning; Competitive marketing strategies.

Product policies – Consumer and Industrial product decisions, branding, packaging and labeling – New product development and product life cycle strategies. Pricing -pricing strategies and approaches.

Distribution – Nature of channels - channel - decisions retailing and wholesaling Promotion - Advertising scope, designing copy, media selection; Sales promotion strategies.

Sales force decisions, selection, training, compensation and control.

Consumer protection-Awareness of consumer rights in the market place.

Reference:

1. Principles of Marketing-Philip Kotler – Gany Armstrong
2. Marketing management – Shartekar S.A.Himalaya Publisher, New Delhi.
3. Cases and Marketing management – Ronald Rahul dravid Gist - Holt.Ruiehant & Winston Inc.New York.