

Subject Code : 8CCBB3

MARKETING MANAGEMENT

OBJECTIVE: To educate the students various concepts of Marketing and also to develop their interest in Marketing.

UNIT I

Marketing Management – Meaning of Market, Classification – Modern Marketing Concepts – Marketing Approaches – Marketing Functions – Market Mix.

UNIT II

Market Environment – Market Segmentation – Buyer Behaviour – Determinants of Buyer Behaviour.

UNIT III

Product Planning – Product Mix – Product Life Cycle.- Price – Objectives – Factors influencing Pricing – Methods of Pricing.

UNIT IV

Promotion – Promotion Mix – Advertisements – Strength and Weakness – Media Selection – Process of Personal Selling – Publicity – Sales Promotion Features - Physical Distribution – Marketing Channels.

UNIT V

Marketing Information System and Marketing Research – Steps in Marketing Research – Marketing of Services – Service Marketing Mix.

TEXT BOOK RECOMMENDED:

Principles and Practices of Marketing – MAMORIA & JOSHI.

BOOKS FOR REFERENCE:

Marketing Management – RAJAN NAIR.
Marketing Management – PHILIP KOTLER.
Modern Marketing – PILLAI & BHAGAVATHI.
Marketing Management – SHERLEKAR.
Marketing Management – VARSHNEY & GUPTA.