

- Unit 1. Marketing - Meaning, Definition and importance of marketing - Marketing Processes - concentration, equalization and Dispersion - Approaches to Marketing - concepts of Modern Marketing.
- Unit 2. Marketing functions - various classifications of Marketing functions - Functions of Exchange : Buying and Selling and assembling - Functions of Physical distribution - Transportation, storage and Warehousing.
- Unit 3. Marketing of Manufactured goods, consumer goods and industrial goods - channels of distribution - Marketing of Agricultural Products - Co-operative Marketing.
- Unit 4. Standardization and Grading - Market financing and risk bearing - Market Mix, Market Segmentation, Market Research - Market information and Qualities of goods salesman - Advertisement - Meaning and Significance - Advertisement media.
- Unit 5. Marketing structure - Wholesalers and Retailers - Retail distribution - Basic retail structure - large, Medium and small scale retail institutions - super market - Departmental stores - Price Policies.

BOOKS RECOMMENDED :

1. Tousey, Clerk and Clerk : Principles of Marketing
2. Coverse, Hugy, Nitehell : Elements of Marketing
3. William. J. Stantion : Fundamentals of Marketing
4. Pillai R.S.N & Bagavathi : Marketing
5. Seřena & Niqam : A Study of Marketing in India
6. Memoria & Hoshi : Principles and Practice of Marketing in India
7. Sinha. J.C : Principles of Marketing and Salesmanship
8. Govil : Marketing in India.