

AC VI Marketing Practices

- Unit 1.** Meaning and definitions of Marketing – Classification of Market – Modern Market concepts – Functions of Marketing.
- Unit 2.** Market Segmentation – Product Planning and Development – Product Differentiation – product Life Cycle.
- Unit 3.** Pricing – Objectives – Types of Prices – Factors affecting Prices – Pricing Policies.
- Unit 4.** Physical Distribution – Types of Channels – Factors determining selection of a Channel – Middlemen services.
- Unit 5.** Promotion - Forms - Meaning of Advertising – Merits and demerits – Personal Selling – Objectives – Types of Salesman – Features of Personal Selling – Qualities of a Salesman

References

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- 2) Gupta C.B. & Dr.N.Rajan Nair, *Marketing Management*, Sultan Chand and Sons, New Delhi, 2006.
- 3) Mishra M.N., *Sales Promotion and Advertising Management*, Himalaya Publishing House, 2004.
- 4) Philip Kotler & Kevin Lane Keller, *Marketing Management*, Prentice – Hall of India,New Delhi, 2005
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