

Marketing Management

Unit –I

Marketing – Definition – Function – Marketing concept – Marketing system – Marketing Task – Marketing Mix.

Unit – II

Marketing Management – Definition, Objectives, Functions – Marketing policy – Evolution of Marketing Management – Marketing Organization structure – Developmental authority – Activities of Marketing Department – Role of marketing Manager

UNIT – III

Product planning and development – product innovation – Organization for product innovation – New product process – Manufacturing criteria for new product – product Life cycle – product mix- failure of new product – product – product line policy, Factors influencing changes in product mix.

Unit – IV

Advertising – meaning – definition – Importance, Object, Benefits – Types of Advertising, Advertising media.

Unit – V

Promotional method, promotional mix, normal market prices, Functions of price, price objectives, price determination, method of setting price – Channels of determination – middle man, whole sales & Retailers.

Reference:-

1. Rajan Nair and M.M.Varma, “Marketing Management”, Sultan Chand and sons.
2. Varma & Agarwal, “Marketing Management”, forward book depot.
3. R.N.S.Pillai & Bhagavati, “Modern Marketing Principles and Practice”,s. Chand & Co.,Ltd