

Marketing

Unit – I

Marketing – Definition – Function – Marketing Concept – Marketing System – Marketing Environment – Marketing Task – Marketing Mix.

Unit – II

Marketing Management – Definition, Objectives, Functions – Marketing Policy – Evolution of Marketing Management – Marketing Organisation Structure – Developmental authority – Activities of Marketing Department – Role of Marketing Manager.

Unit – III

Product Planning and Development – Product innovation – Organisation for Product innovation – New Product Process – Manufacturing Criteria for New Product – Product Life Cycle – Product Mix – Failure of New Product – Product Line Policy, Factors influencing changes in Product Mix.

Unit – IV

Advertising - Meaning – Definition – Importance, Objectives, 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 Salers & Retailers.

Text Books :

1. Rajan Nair & M.M. Varma, “Marketing Management”, Sultan Chand & Sons.
2. C.B. Mamoria & Satish Mamoria, “Marketing Management”, Kitab Mrhal.

Reference Books :

1. R.N.S. Pillai & Bagavathi, “ Modern Marketing Principles and Practice”, S.Chand & CO., Ltd.,
2. Dr. Rajan Nair & Sanjit R. Nair, “Marketing” Sultan Chand & Sons.
3. Varma & Agarwal, “Marketing”, Forward Book Depot.
4. V.S. Ramasamy & S. Namakumari, “Marketing Management Planning, Implementation & Control the Indian Context”, Mc Millan India Ltd.