

MAJOR PAPER-XIII: MARKETING MANAGEMENT

Unit-I

Marketing function: Genesis: The Marketing Concept  
Marketing Management system.

Unit-II

Environment of Marketing: Economic environment,  
Consumer, Buyer behaviour models, Social--  
Cultural environment, Legal environment,  
ethical issues in marketing.

Unit-III

Marketing strategy and Marketing Mix: Marketing  
planning, the concept of marketing mix, the concept  
of product life cycle, New product development,  
product policy, pricing strategy, Management of  
distribution channels, Advertising and Sales  
promotion.

Unit-IV

Sales Management: Salesmanship, Personal selling,  
Sales forecasting, Sales Budget, Motivating the  
Sales force, performance evaluation of Sales  
force and their control.

Unit-V

Marketing of Services : Characteristics of Services,  
Customer service, Market segmentation and Marketing  
Mix with special reference to Hotel industry,  
Marketing strategies for Hotel industry.

Reference Books:

1. Marvin A. Jolson Marketing Management  
(Collier Macmillan)
2. William J. Stanton - Fundamentals of Marketing  
(Mc Graw Hill KOGAKUSHA)
3. Edward W. Cundiff, Richard R. Still and Norman  
A.P. Govoni, Fundamentals of Modern Marketing (PHI)
4. David J. Rachman and Elaine Kotary Homeno,  
(Modern Marketing, Dryden Press)
5. Robert M. Fulmer - The new Marketing (Collier Macmillan)
6. Mason Rath Ross - Marketing  
(Gregg Division - Mc Graw Hill)
7. Stenart Henderson Britt and Haroper W. Boyd, Marketing  
Management and Administrative action  
(Mc Graw Hill Kogakusha)
8. Gravens Hills Woodruff - Marketing Decision Marking  
(Richard D. Irwin Inc.)
9. Rustom S. Davar Modern Marketing Management  
(Progressive Corporation)
10. Nikhilesh Dholakia and Others, Marketing Management  
(Cases and Concepts)
11. Philip Kotler - Marketing Management Analysis, Planning  
and Control (PHI).