

Marketing and Merchandising

Major Divisions:

1. Basic concepts of Marketing & its Evolution
2. Marketing Environment, Segmentation & Buyer Behaviour
3. Product and Pricing
4. Placing and Promoting
5. Export Business Negotiations

Unit - I

Basic concepts of Marketing & its evolution:

Basics of Marketing – Need, Wants, demands, Product Exchange of satisfaction – Market, Marketing Management - Marketing philosophies and challenges ahead – Need for Export Marketing.

Unit - II

Marketing Environment, Segmentation & Buyer Behaviour:

Marketing firm's Micro Environment, Macro Environment– Market segmentation – Bases of segmentation - Criteria for effective segment selection strategies – consumer behaviour – buying roles – Buyer Decision Process – Segmentation of USA, UK & other European Market.

Unit - III

Product and Pricing

Components of Marketing Mix – Selection of Product for Exports – Basis – Product strategy: product Brand, package, services – New product – Product life cycle analysis – product line and levels – pricing consideration – product mix, adjustment pricing – price changes.

Unit - IV

Placing and Promoting

Nature, importance and behaviour of Distribution channels – Retailing and Whole sale marketing. Advertising: -copy, media –Budget. - Sales promotion, Public relations and Personal selling.

Export Business Negotiations – Stages – Buying Agent, Foreign Agent, Fixing Commission, Selection & Appointment of Agent, Samples for Exports, Export Contract, Processing of export order.

Unit - V

Export Business Negotiations

Market research – identification of product for exports – Buyer, Seller Meet – Trade Delegation – Seminar & Workshops, Journal – Fair & Exhibition, Trend information of Market Intelligence – Director General of Commercial intelligence and Statistics –its Publications,

Exports import Policy – Organization helpful for Export, Marketing – Objectives of the following : Ministry of Commerce, Ministry of Industries – Export promotion councils.

Reference Books:

1. Marketing Management - Philip kotler & Armstrong
2. Exports by Prasram - Pub. By Anuram Publisher.
3. Fundamental of Modern Marketing - Cundigg & Still
4. Marketing Management - Sherlekar
5. Marketing Management - Stanton