

SECOND ALLIED COURSE III – MARKETING MANAGEMENT

Unit 1

Definition of Marketing and marketing management- (needs, wants, demand, exchange, transactions, markets, buying, selling, and marketing, transporting, storage, financing, risk taking, standardization, grading) – marketing environment – marketing mix – understanding the consumer markets, business markets.

Unit 2

Marketing segmentation, Targeting, Positioning.

Unit 3

Product – what is a product? – new product development – product mix strategy – product life cycle strategy – product levels, product lines, Branding, packaging, labeling.

Unit 4

Pricing – factors to consider for pricing – internal and external, including pricing objectives – methods of pricing – adopting the price.

Unit 5

Marketing channels – the nature of marketing channels – their functions and types – channel design management – channel behaviour – organization and conflict.

Unit 6

Promotion – a view of the communication process – setting the communication objectives – steps in developing effective communication – setting the total promotion budget – setting the promotion mix.

Books for study and references:

1. Philip Kotler and Gary Armstrong, Principles of Marketing,
2. Varshney P. L. and Gupta S. L., Marketing management – an Indian Perspective
3. Philip Kotler & Gary Armstrong, Marketing Management.