

Course Title: MARKETING MNAAGEMENT

Course Code: 11BB2304

Objective: To provide the students latest marketing developments & practices as well as to inculcate managerial approach to marketing problems.

Unit I Introduction- Need, Want and Demand -Marketing – Definition, Concepts Significance and functions of Marketing- Consumer Behavior-Nature, Scope, Significance and Determinants-organizational Buying Behavior.

Unit II Marketing Environment-Internal and External forces of Marketing Environment-Marketing Research- Marketing research process

Unit III Market Segmentation- Targeting and Positioning strategies Marketing Mix-4 Ps of Marketing-Product -Concept of Product-Product Planning and New Product Development -Product life cycle-Branding-Packing and labeling-Price-Meaning -Importance-Objectives-Factors affecting pricing - Pricing policies- Methods of pricing

Unit IV Promotion-Methods of Promotion-Advertising-Media their merits and limitations- Personal selling and sales force management-Sales Promotion and publicity- Distribution channel and physical distribution-Distribution channels-concepts and-types of distribution channel-Retailer and Wholesaler-Physical Distribution of goods-Transportation, Warehousing.

Unit V Marketing organization-Marketing control-Ethics in Marketing-Social Marketing-Green marketing-Online Marketing.

Recommended Text Book(s):

1. Rama Swamy and Nama Kumari -Marketing Management, Planning, Implementation and Control - McMillan
2. Stanton - Fundamentals of Marketing

Recommended Reference Books:

1. Etzel, walker, Stanton and Pandit, Marketing: Concepts and Cases, TMH – New Delhi
2. Philip Kotler - Marketing Management
3. Marketing Management - Rajan Saxena