

MARKETING MANAGEMENT



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Description

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I YEAR – II SEMESTER

COURSE CODE: 7MBA2C1

CORE COURSE –V – MARKETING MANAGEMENT

Unit I

Marketing – Definition and Core Concepts. Company Orientation towards market place–marketing interface with other functional areas marketing. Introduction to Marketing Mix.

Unit II

Major forces in Marketing Environment - Segmenting, Targeting and Positioning – Consumer behaviour – factors and consumer decision making process.

Unit III

Product – Definition and classification. Product Mix – Product Life Cycle – New Product Development.

Unit IV

Price – factors influencing pricing decision – Steps in setting price and adaptation of price. Distribution Channel – Functions – and design - retailing and wholesaling

Unit V

Promotion – Elements of promotion mix – Objectives and types advertising – Methods of sales promotion for consumers and trade – Steps in personal selling.

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