

Marketing management



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DBA 7202 Marketing management

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environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

UNIT II MARKETING STRATEGY - Marketing strategy formulations – Key Drivers of

Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets

– Strategic Marketing Mix components.

UNIT III MARKETING MIX DECISIONS - Product planning and development – Product life

cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT IV BUYER BEHAVIOUR - Understanding industrial and individual buyer behavior -Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and

measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

Marketing Information System – Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven

organizations - Cause related marketing - Ethics in marketing –Online marketing trends.

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