

MARKETING MANAGEMENT



Brand:
Product Code: CP 201
Weight: 0.00kg

Price: Rs350

Short Description

MARKETING MANAGEMENT SOLVED NOTES EBOOK CHAPTERWISE

Description

MARKETING MANAGEMENT SOLVED NOTES EBOOK CHAPTERWISE

**Product Details: ORGANISATIONAL BEHAVIOUR SOLVED NOTES
EBOOK CHAPTERWISE**

Format: EBOOK DOWNLOAD IN FEW HOURS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Edition Description: 2019-20

Pages : 200+

RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS

1. DOWNLOAD EBOOK WITH NOTES CHAPER WISE

PREVIEW OF CHAPTERS SYLLABUS

MARKETING MANAGEMENT FOR MANAGEMENT

Objective: to develop an understanding of the concepts, issues and strategies in marketing and its management.

Unit – I Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial

Marketing, Services Marketing, Global Marketing.

Unit –II: Marketing Information System and Marketing Research; Consumer Behaviour and

Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and

Targeting.

Unit – III: Development of Marketing Offerings Strategy – New Product Development–

Product line and Decisions–Product-mix–Product Differentiation – Product Life Cycle

Management - Brand Management - Packaging.

Unit – IV: Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value

Networks – Channels of Distribution.

Unit – V : Communicating Value: Designing and Managing Marketing Communications –

Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public

Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in

Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green

Marketing-Direct Marketing etc.

Details

- 1. Pdf book chapter wise**
- 2. Detail chapter wise quality notes**
- 3. Ready to print**
- 4. Download in few hrs or 24 hrs**
- 5. Huge selling**