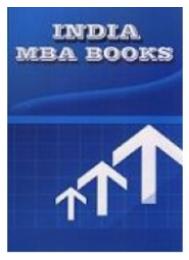
# Marketing Management



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## **Description**

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#### **FULLY SOLVED BOOK**

#### **Marketing Management**

**Unit 1. Basics of Marketing** Introduction to marketing–Nature and scope of marketing, the core concepts of marketing, Company orientation towards market place, marketing environment: Micro

and Macro marketing environment, Marketing Planning and Marketing Planning process, Forecasting and demand measurement

#### **Unit 2. Market Segmentation and Consumer Behaviour**

- A. Market segmentation Meaning and concept, benefits of segmentation, Bases for market segmentation consumer goods market segmentation; industrial goods market segmentation, Market targeting Selection of segments, Product positioning.
- B. Consumer Behaviour Meaning and definition of consumer behaviour, importance, Different buying roles, consumer buying decision process, factors influencing consumer behaviour.

#### **Unit 3. Product & Pricing Strategy**

- A. Product decision and strategies Meaning of product, Types of products, product mix decisions, product line decisions, Product life cycle concept, new product development, Branding and packaging decisions Concept of Branding and packaging, advantages and disadvantages of branding and packaging, features and functions of packaging.
- B. Pricing decision Pricing objectives, pricing methods, factors influencing pricing decision, setting the price, price determination policies.

# **Unit 4. Promotion & Distribution Strategy**

- A. Integrated Marketing communication Concept and role of IMC, Promotion mixAdvertising, personal selling, sales promotion and publicity, Factors affecting IMC mix, Marketing communication mix decisions: characteristics, factors and measurement. Advertising and publicity 5 M's of advertising. Personal selling nature and process. Sales promotion nature, importance and techniques.
- B. Distribution Strategy- Importance of channels of distribution, Alternative channel of distribution, channeldesign decision and channel management decision, selecting an appropriate channel, Logistic management.

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