

MARKETING MANAGEMENT



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-Consumer and Industrial markets.

Unit – II: Market Segmentation, Targeting and Positioning? Product decisions – Product Mix, Product Life Cycle, New Product Development, Branding and Packaging decisions – creating brand equity.

Unit – III: Pricing Methods and Strategies? Promotion decisions – Promotion Mix – Advertising, Sales Promotion, Publicity and Personal Selling and Direct Marketing.

Unit – IV: Channel Management – Selection, Co-operation and Conflict Management? Vertical Marketing implementation and systems? Organizing and implementing marketing in the organization? Evaluation and control of marketing efforts.

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