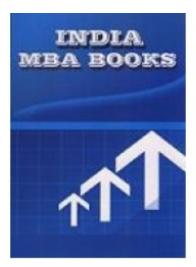
# MARKETING MANAGEMENT



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# **Description**

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#### 4.3 MARKETING MANAGEMENT

# **OBJECTIVE**

The objective is to enable students to understand the concept of marketing and its

applications and the

recent trends in Marketing.

Unit 1: INTRODUCTION TO MARKETING

Meaning & Definition – Goals – Concepts of Marketing – Approaches to Marketing – Functions of

Marketing.

Recent trends in Marketing - Introduction, E-business - Tele-marketing - M-Business - Green

Marketing – Relationship Marketing – Retailing – Concept Marketing and Virtual Marketing (Meaning

Only).

Unit 2: MARKETING ENVIRONMENT (MACRO) 10 Hrs

Meaning – Demographic – Economic – Natural – Technological - Political – Legal – Socio - Cultural

Environment

**Unit 3: MARKETING MIX** 

Meaning – Elements – Product – Product Mix – Product Line – Product Lifecycle – Product Planning –

New Product Development – Failure of New Product – Branding – Packing and Packaging. Pricing –

Objectives – Factors influencing Pricing Policy and Methods of Pricing. Physical Distribution – Meaning –

Factors affecting Channel Selection – Types of Marketing Channels. Promotion – Meaning and

Significance of Promotion – Personal Selling & Advertising (Meaning Only).

Unit 4: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR

Meaning & Definition - Bases of Market Segmentation - Requisites of Sound Market Segmentation.

Consumer Behaviour – Factors influencing Consumer Behaviour and Buying Decision Process.

Unit 5: CUSTOMER RELATIONSHIP MANAGEMENT

Meaning and Definition – Role of CRM – Advantages and Disadvantages

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