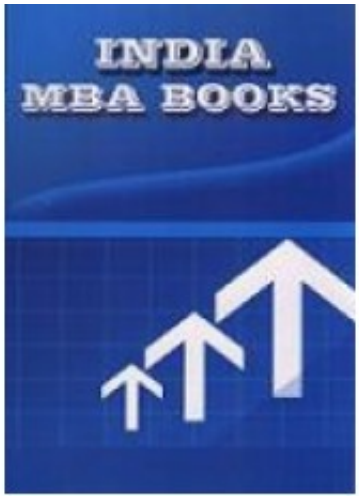
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4.3 MARKETING MANAGEMENT

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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