

MARKETING MANAGEMENT



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MARKETING MANAGEMENT

UNIT-I

Basics-Marketing, Market - Needs wants- Customer Satisfaction- Customer Delight-

Marketing Mix Marketing Environment - Company's Micro and Macro Environment.

UNIT-II

Market Segmentation-Levels and Bases for Segmentation, Segmenting Consumer Markets- Business Markets- International Markets- Market Targeting - Evaluating Market Segments-Selecting Market Segments-Differentiation- Product Positioning- Positioning Strategies- Demand Measurement and Sales Forecasting Methods- Estimating Current and Future Demand.

UNIT-III

Marketing Programme and planning-Decisions Involved in Product- Branding-Packaging- Product Line and Product Mix Decisions. New Product development, Product Life Cycle- Pricing- Strategies-marketing planning-Contents of Marketing Plan - Developing Marketing Plan for variety of goods and services.

UNIT-IV

Distribution and Integrated Marketing Communication-Designing and managing distribution channels; Multi channel marketing- Direct marketing and E-commerce. Designing and Managing, Integrated Marketing Communications; Advertising- Publicity- Personal Selling- Sale Promotions.

UNIT - V

Marketing Research: - Introduction- Objectives- Marketing Research Process- Application of Marketing Research-Research proposal.

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