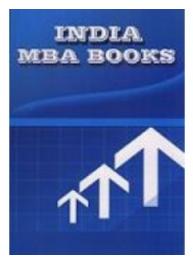
# MARKETING MANAGEMENT



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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

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