

# MARKETING MANAGEMENT



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## **Short Description**

**MARKETING MANAGEMENT SOLVED NOTES EBOOK CHAPTERWISE**

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**MARKETING MANAGEMENT SOLVED NOTES EBOOK CHAPTERWISE**

**Product Details: ORGANISATIONAL BEHAVIOUR SOLVED NOTES  
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**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Edition Description: 2019-20**

**Pages : 200+**

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## **PREVIEW OF CHAPTERS SYLLABUS**

### **MARKETING MANAGEMENT FOR MANAGEMENT**

**Objective: to develop an understanding of the concepts, issues and strategies in marketing and its management.**

**Unit – I Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial**

**Marketing, Services Marketing, Global Marketing.**

**Unit –II: Marketing Information System and Marketing Research; Consumer Behaviour and**

**Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and**

**Targeting.**

**Unit – III: Development of Marketing Offerings Strategy – New Product Development–**

**Product line and Decisions–Product-mix–Product Differentiation – Product Life Cycle**

**Management - Brand Management - Packaging.**

**Unit – IV: Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value**

**Networks – Channels of Distribution.**

**Unit – V : Communicating Value: Designing and Managing Marketing Communications –**

**Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public**

**Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in**

**Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green**

**Marketing-Direct Marketing etc.**

## **Details**

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