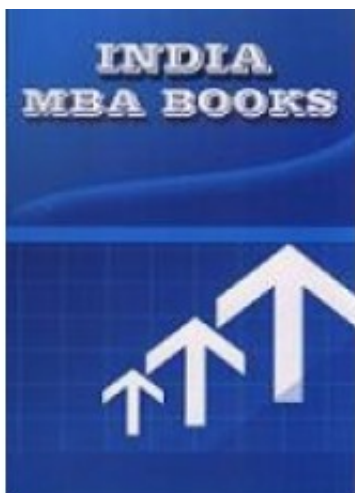


# MARKETING MANAGEMENT



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## Description

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# **(COURSE CODE 201) MARKETING MANAGEMENT**

Unit

Contents

Sessions

1

New Product Development & Product Life Cycle

1) New Product Development: Need for new product development, Booz Allen & Hamilton Classification Scheme for New Products.

2) New Product Development Process: Idea Generation to commercialization.

3) Branding: Introduction to Branding, Product vs. Brand, Meaning of a brand, brand equity & brand elements.

4) Packaging & Labeling: Meaning & role of Packaging & Labeling, Primary, Secondary & Shipment packages.

5) Product Life Cycle: Concept & characteristics of Product Life Cycle, Relevance of PLC, Types of PLC and Strategies across stages of the PLC.

2

Price

1) Pricing Basics: Meaning, Importance and Factors influencing pricing decisions.

2) Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, Selecting final price.

3) Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing.

4) Price Change: Initiating & responding to price changes.

3

## Place

- 1) The Role of Marketing Channels: Channel functions & flows, channel levels.
- 2) Channel Design Decisions: Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives.
- 3) Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, E-Commerce Marketing Practices.
- 4) Market Logistics Decisions: Order processing, Warehousing, Inventory, and Transportation.

4

## Promotion

- 1) Introduction: The role of marketing communications in marketing effort.
- 2) Communication Mix Elements: Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC).
- 3) Developing Effective Communication: Identifying target audience, determining communication objectives, designing the communications, selecting communication channels.
- 4) Deciding Marketing Communications Mix: Factors in setting marketing communication mix, measuring communication results

5

## Marketing Planning & Control

- 1) Product Level Planning: Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans- Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control.
- 2) Marketing Evaluation & Control: Concept, Process & types of control -Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit.

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