

MARKETING MANAGEMENT



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Description

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Marketing – Definitions - Conceptual frame work –

**Marketing environment : Internal and External -
Marketing interface with other functional areas –
Production, Finance, Human Relations Management,
Information System. Marketing in global environment –
Prospects and Challenges.**

UNIT II MARKETING STRATEGY 12

**Marketing strategy formulations – Key Drivers of
Marketing Strategies - Strategies for Industrial
Marketing – Consumer Marketing — Services marketing
– Competitor analysis - Analysis of
consumer and industrial markets – Strategic Marketing
Mix components.**

UNIT III MARKETING MIX DECISIONS 12

**Product planning and development – Product life cycle –
New product Development and Management
– Market Segmentation – Targeting and Positioning –
Channel Management – Advertising and sales
promotions – Pricing Objectives, Policies and methods.27**

UNIT IV BUYER BEHAVIOUR 12

**Understanding industrial and individual buyer behavior -
Influencing factors – Buyer Behaviour
Models – Online buyer behaviour - Building and
measuring customer satisfaction – Customer
relationships management – Customer acquisition,
Retaining, Defection.**

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING 12

**Marketing Information System – Research Process –
Concepts and applications : Product –**

Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends.

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