

# Marketing Management



**Brand:** Mehta Solutions  
**Product Code:** MFA-114  
**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**INDRAPRASTHA UNIVERSITY Marketing Management**

## Description

**Marketing Management SOLVED PAPERS AND GUESS**

**Product Details: PUNE UNIVERSITY Marketing Management**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

### **ABOUT THE BOOK**

#### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **INDRAPRASTHA UNIVERSITY** book solutions now mehta solutions brings top solutions for **INDRAPRASTHA UNIVERSITY Marketing Management REPORT book** contains previous year solved papers plus faculty important questions and answers specially for **INDRAPRASTHA UNIVERSITY** .questions and answers are specially design specially for **INDRAPRASTHA UNIVERSITY** students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LAST 5 YEARS PAPERS SOLVED PLUS GUESS**

## **Marketing Management**

### **Unit I**

Introduction to Marketing: Meaning and Scope of Marketing; Marketing Philosophies; Concept of Customer Value, Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Consumer and Organization Buyer Behavior; Demand Forecasting; Market Segmentation, Targeting and Positioning; Over View of Competitive Marketing Strategies. (12 Hours)

### **Unit II**

Product and Pricing Decisions: Product Concept; Product Classifications; Product Levels; Product Differentiation; Product Mix; Product Line Decisions; Product Life Cycle-Concept & Strategies; Packaging; Brand and Branding Strategies; New Product Development Process; Pricing-Pricing Objectives, Determinants of Price, Pricing Methods & Strategies. (10 Hours)

### **Unit III**

Promotion and Distribution Decisions: Promotion Mix-Advertising, Personal Selling, Publicity, Direct Marketing and Sales Promotion; Integrated Marketing Communication, Channels of Distribution; Functions of Intermediaries; Channel Design Decisions, Selecting Channel Members; Channel Management; Emerging Channels of Distribution. (10 Hours)

### **Unit IV**

Contemporary Marketing Trends and Issues: Rural Marketing, Social Marketing; Green Marketing; Digital Marketing; Ethical Issues in Marketing. Introduction to Marketing Analytics.

## **Details**

**1. Books by courier**

**2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**