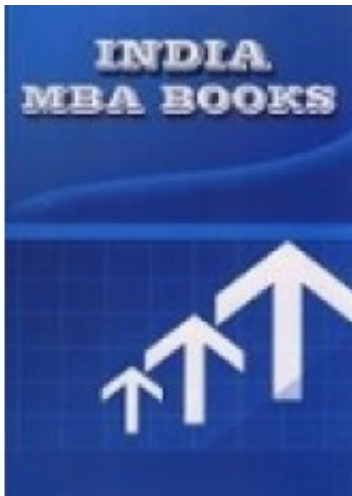


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- c. Marketing Philosophies
- d. Concept of Marketing Mix
- e. Understanding Marketing Environment
- f. Consumer and Organisation Buyer Behaviour
- g. Market Segmentation, Targeting and Positioning

Unit-II: Product Planning and Pricing

- a. Product Concept
- b. Types of Products
- c. Major Product Decisions
- d. Product Life Cycle, New Product Development Process
- e. Pricing Decisions
- f. Determinants of Price
- g. Pricing Process, Policies and Strategies

Unit-III: Promotion and Distribution Decisions

- a. Communication Process
- b. Promotion Tools-Advertising, Personal Selling, Publicity and Sales Promotion
- c. Distribution Channel Decisions-Types and Functions of Intermediaries, Selection and Management of Intermediaries

Unit-IV: Emerging Trends and Issues in Marketing

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