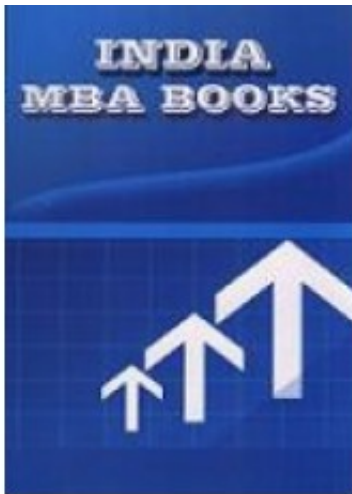


# MARKETING MANAGEMENT



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## Short Description

**BANGALORE UNIVERSITY MARKETING MANAGEMENT**

## Description

**MARKETING MANAGEMENT SOLVED PAPERS AND GUESS**

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**Format: BOOK**

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**Publisher: MEHTA SOLUTIONS**

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### **4.3 MARKETING MANAGEMENT**

#### **OBJECTIVE**

The objective is to enable students to understand the concept of marketing and its

applications and the recent trends in Marketing.

#### Unit 1: INTRODUCTION TO MARKETING

Meaning & Definition – Goals – Concepts of Marketing – Approaches to Marketing – Functions of Marketing.

Recent trends in Marketing - Introduction, E-business – Tele-marketing – M-Business – Green

Marketing – Relationship Marketing – Retailing – Concept Marketing and Virtual Marketing (Meaning Only).

#### Unit 2: MARKETING ENVIRONMENT (MACRO) 10 Hrs

Meaning – Demographic – Economic – Natural – Technological - Political – Legal – Socio - Cultural

Environment

#### Unit 3: MARKETING MIX

Meaning – Elements – Product – Product Mix – Product Line – Product Lifecycle – Product Planning –

New Product Development – Failure of New Product – Branding – Packing and Packaging. Pricing –

Objectives – Factors influencing Pricing Policy and Methods of Pricing. Physical Distribution – Meaning –

Factors affecting Channel Selection – Types of Marketing Channels. Promotion – Meaning and

Significance of Promotion – Personal Selling & Advertising (Meaning Only).

#### Unit 4: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR

Meaning & Definition - Bases of Market Segmentation – Requisites of Sound Market Segmentation.

Consumer Behaviour – Factors influencing Consumer Behaviour and Buying Decision Process.

#### Unit 5: CUSTOMER RELATIONSHIP MANAGEMENT

Meaning and Definition – Role of CRM – Advantages and Disadvantages

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