

# Marketing Management



**Brand:** Mehta Solutions  
**Product Code:** MBA 203-18  
**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**PTU university mba Legal Marketing Management SOLVED PAPERS AND GUESS**

## Description

**PTU university mba Marketing Management SOLVED PAPERS AND GUESS**

**Product Details: PTU university mba Marketing Management SOLVED PAPERS AND GUESS**

**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 **PTU University** book solutions now mehta solutions brings top solutions for **PTU university mba Marketing Management SOLVED PAPERS AND GUESS book** contains previous year solved papers plus faculty important questions and answers specially for **PTU University** .questions and answers are specially design specially for **PTU 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.**

#### **Marketing Management**

**Course Objective:** The course aims at making students understand concepts, philosophies,

processes and techniques of managing the marketing operations of a firm in turbulent business environment. This course will provide better understanding of the complexities associated with marketing functions, strategies and provides students with the opportunity to apply the key concepts to practical business situations.

### **Unit –I**

Understanding Marketing and Consumers: Introduction to Marketing Management. Definition, Importance, Scope, Basic Marketing Concepts, Marketing Mix, Marketing vs Selling, Customer Value, techniques and relevance. Marketing Environment and Competition: Analyzing Marketing Environment-Micro, Macro, Impact of environment on marketing. Corporate Strategic Planning: Defining role of marketing strategies, marketing planning process. Marketing Information System: Concept and Components. Consumer Behaviour: Consumer buying process, Factors Influencing Consumer Buying Behaviour,

### **Unit –II**

Market Segmentation & Targeting: Product differentiation, Positioning for competitive advantage, Product Decisions: Product Mix, Packaging and Labelling Decisions, Branding, Brand value & Brand Equity. New Product Development, Consumer Adoption Process, Product Life Cycle and marketing mix strategies. Services Marketing and 7Ps framework. Pricing Decisions: Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies.

### **Unit –III**

Delivering and Promoting Product: Supply Chain Decisions Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Personal Selling: Personal Selling Process, Managing the Sales Force. Promotion Mix: Advertising, Sales Promotion, Public Relations. Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Social Marketing, Buzz Marketing/Viral Marketing, Customer Relationship Management (CRM), Global Marketing, Rural Marketing, E-Commerce: Marketing In The Digital Age.

### **Unit -IV**

Bottom of Pyramid Marketing: Understanding poverty and the Base of the Pyramid, understanding the BoP consumer: their basic needs wants and demands, DesignDevelop-Distribute approach towards BoP. Consumption and marketing practices in BoP contexts: few challenges-The institutional context of BoP markets.-Conducting Marketing Research in BoP Markets-BoP Consumers and Producers-Producers and Entrepreneurs at the BoP. Concept of Informal Economy-Alternative Market initiatives at BoP-Ethical issues associated with BoP.Suggested Readings:

### **Details**

**1. Books by courier**

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

**3. Courier india only**

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

## **Product Gallery**

