

Marketing Management



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Description

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RATING OF BOOK: EXCELLENT

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FROM THE PUBLISHER

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Unit I: Introduction – Meaning – Significance – Core Concepts of Marketing –Environmental Scanning – Marketing Functions – Marketing Interface with other functional areas – Marketing in the Globalized Environment.

Unit II: Market Segmentation – Meaning, Need, Importance, Bases of Segmentation,

Process – Segment/Target Marketing, Market Positioning – Competitive strategies – Consumer Behavior – Influencing factors – Buying motives and process – Building Customer Satisfaction – Types of Consumers.

Unit III: Product Management – Levels, Types of Product. Product Line Mix, Product Differentiation, Positioning, Repositioning –Branding – Packaging – Labeling - Product Life Cycle – New Product Development Process – Pricing Decisions – Objectives – Pricing Strategies.

Unit IV: Channel Management –Levels – Types – Selection - Functions, Roles &Responsibilities, Channel Supporting strategies- Modern methods of Distribution - MLM – Promotion Management, Promotion Mix – Personal Selling, Sales Promotions, Advertising and Publicity – Features of good Promotional Mix.

Unit V: Advertising objectives – Advertising process – Budget appropriation – Measuring advertisement effectiveness – Advertising agency and its functions – Organization structure of a typical advertising agency.

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