

Marketing Management-II

Suggestive Coverage:

- ⌚ Differences between products and services.
- ⌚ Marketing implications of the differences between products and services.
- ⌚ Product/Service Classification.
- ⌚ Levels of Product, Product Hierarchy.
- ⌚ Product Line Decisions.
- ⌚ New Product Development Process: Product Failures.
- ⌚ Service Development Process: Use of Blue Printing.
- ⌚ Product Life Cycle and Strategies for Different Stages.
- ⌚ Meaning & Scope of Branding, Brand Element Decisions.
- ⌚ Brand Equity Models- BAV model, Aaker model, Brand resonance.
- ⌚ Branding and Brand Extensions.
- ⌚ Relationship between Positioning / Repositioning and brand equity.

Suggestive Reading:

- ⌚ Product Management 4th ed / by Lehmann- Delhi: Tata McGraw Hill, 2010.
- ⌚ Product Management in India 3rd ed / by Ramanuj Mazumdar-Delhi: PHI, 2009.
- ⌚ New Product Development: From Initial Idea To Product Management / by Marc A. Annacchino - Elsevier Butterworth-heinemann, 2003.
- ⌚ Marketing management the millennium 10th edition /by Kotler Philip- Delhi: PHI,1999.
- ⌚ Marketing An Introduction 7th ed / by Kotler Philip, Gray and Armstrong, Pearson education, 2007.
- ⌚ Marketing management 4th ed / by Rajan Saxena- Delhi: TMH,2009.
- ⌚ Fundamentals of marketing/ by Stanton William J et al, MGH,1996.
- ⌚ Marketing Management 2 nd edition /by Tapan. K. Panda,Delhi- Excel publications, 2008.
- ⌚ Marketing Management 2nd ed / by Michael R Czinkota ,Vikas Publication,1996.
- ⌚ Basic Marketing a Global Marketing Approach ,/by Perrault, William &Mc Carthy,E Jerome- New Delhi: TMH.
- ⌚ Marketing Management, Text and Cases/ by Chandrasekar, Tata McGraw Hill,
- ⌚ Marketing Principles and Perspective, William O Bearden Thomas N Ingram, Delhi:Tata McGraw Hill.

- ⌚ Consumer Behaviour in Indian Perspective/ by P C Jain Monika Bhatt,S Chand,2010
- ⌚ Marketing Management 2nd ed /by Dominique Raju, Delhi: Tata McGraw Hill,
- ⌚ Marketing Management, Text and Cases,/by Lal, Delhi: Tata McGraw Hill
- ⌚ Marketing: The core/by Roger Kenn, Steven Hartley, Delhi: Tata McGraw Hill
- ⌚ Marketing Management /by Arun Kumar, N Meenakshi, Vikas publications.
- ⌚ Principles of Marketing: South Asian Perspective 13th ed / by Kotler, Agnihotri, Haque, Armstrong- Delhi: Pearson,2010.
- ⌚ Positioning- The battle of your mind 1st ed / by Ries Al & Trout Jack- Delhi:Tata McGraw Hill,2003
- ⌚ Services Marketing Peopletechnology Strategy 6th ed / by Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee- Delhi: Pearson, 2010.
- ⌚ Marketing Management: South Asian perspective 13th ed /by Kotler, Keller- Delhi: Pearson, 2009.