

Marketing Management

Topics Covered:

1. Overview of Marketing

Introduction to Marketing Management

2. Marketing framework/Basic concepts

Marketing Process / Types of markets : - **Niche Markets**

3. Strategic Marketing; Marketing Environment (Analyzing needs and trends in macro environment.

Identifying and responding to Major Macro Environment Forces, Micro Environment Forces.

4. Market Segmentation, Targeting, Positioning
5. Pricing: Types of Pricing, Setting the price, Adapting the price
6. Internal Test
7. Distribution; Channel Functions & flow, Channel levels, Channel Management
8. Promotion; Integrated Marketing Communication (IMC) Advertising - Developing and Managing the Advertising program
9. Personal selling, Public Relations
10. Project presentation

Reference Books:

1. Marketing management the millennium /by Kotler Philip, 10th edition, PHI,
2. Marketing An Introduction /by Kotler Philip, Gray and Armstrong, Pearson education, 7edition,2007
3. Marketing Management Planning Implementation and control, Indian context, / Ramaswamy VS Namakumari,McMillan India Ltd,4 th edition,2010
4. Marketing Management, the Millennium Asian perspective,/by Kotler, Keller 13th Edition