

Marketing Management – I

Suggestive Coverage:

1. Basics of Marketing: Meaning, Scope, Need, Want, Value, Concepts in Marketing
2. Strategic Marketing; Marketing Environment (Analyzing needs and trends in macro environment)
3. Identifying and responding to Major Macro Environment Forces, Micro Environment Forces
4. Corporate strategies, SBU Strategies
5. Market Segmentation, Targeting, Positioning
6. Pricing: Types of Pricing, Setting the price, Adapting the price
7. Distribution; Channel Functions & flow, Channel levels, Channel Management (Selecting, training, motivating, evaluating channel members)
8. Promotion; Integrated Marketing Communication (IMC) Advertising (Developing and Managing the Advertising program)
9. Sales Promotion (Purpose, advantages and disadvantages, major decisions in sale promotion)
10. Personal selling, Public Relations

Suggestive Text 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/, by Rajan Saxena, TMH, 4th edition

4. Fundamentals of marketing/ by Stanton William J et al, MGH,1996, edition
5. Marketing Management /by Tapan. K. Panda, Excel publications,2 nd edition
6. Marketing Management/ by Michael R Czinkota ,2 nd edition,1996
7. Basic Marketing a Global Marketing Approach ,/by Perrault, William &Mc Carthy,E Jerome TMH ,New Delhi
8. Marketing Management Planning Implementation and control, Indian context, / Ramaswamy VS Namakumari,McMillan India ltd,4 th edition,2010
9. Marketing /by Zikmund , Thompson learning,3 edition ,2007/Bombay
10. Marketing, /by Etzel Bruce J Walker, Tata Mc Grawhill, 14 edition,2003
11. Foundations of Marketing, /by Jobber, Tata Mc Grawhill, 2 nd edition
12. Basic Marketing: A Global Marketing, /by Perreault, Tata Mc Grawhill
13. Marketing Management, the Millennium Asian perspective,/by Kotler, Keller 13th Edition
14. Marketing Management, Text and Cases, Chandrasekar, Tata Mc Grawhill,
15. Marketing Principles and Perspective, William O Bearden Thomas N Ingram, Tata Mc Grawhill
16. Marketing Management, /by Dominique Raju, Tata McGraw Hill, 2 ed
17. Marketing Management, Text and Cases,/by Lal, TataMcGrawhill
18. Marketing: The core/by Roger Kenn, Steven Hartley, Tata Mc Grawhill
19. Marketing Management /by Arun Kumar, N Meenakshi, Vikas publications.
20. Principles of Marketing /Kotler, Agnihotri, Haque, Armstrong
21. Fundamentals of marketing/by Charles Futrell

