

# 2306

## B. Com. II Year

### 2.4 MARKETING MANAGEMENT

#### UNIT – I

Introduction: Origin of Marketing, Nature, scope, functions and importance of marketing. Marketing concepts – traditional and modern, marketing environment and types.

#### UNIT – II

Consumer Behavior and Market segmentation: Nature, scope, process and significance of consumer behavior; Market segmentation concept and importance; Bases for market segmentation.

#### UNIT – III

Marketing Mix: Basic Concept & Scope. 4 Ps of Marketing Mix and 7 Ps of Marketing Mix. Production – Concept & types of product, Product life cycle. Price – concept and factors affecting price, Promotion – Personal selling, Advertising and sales promotion. Latest trends in Marketing: Retail, Rural, Green and e-marketing.

#### UNIT – IV

International Marketing: Nature, definition and scope of International Marketing; Domestic Marketing vs. International Marketing; International Marketing environment – external and internal.

#### UNIT – V

Export policy and Practice in India: Exim policy an overview; Trends in India's foreign trade; Steps in starting an export business, Export procedure and documents. International Marketing Patterns.

#### **Suggested Reading :**

1. Bose Chandra: Modern Marketing
2. Prof. R.C.S. Rajpurohit, Dr. B.L. Verma-Marketing Management, Ajmera Book Company, Jaipur
3. Porwal, Verma, Khincha, Khanna- Marketing Management (Hindi), Ramesh Book Depot Jaipur
4. Govin Rajan: Marketing Management
5. Kothari K.K., Jain P.C.: International Marketing, Ramesh Book Depot, Jaipur
6. Philip Kotler; Marketing Management Engle wood clilts; Prentice Hall, NJ
7. Shrivastava P.K.; Marketing (Hindi)
8. Shrinivasan Prentice Hall: International Marketing, Prentice Hall.
9. Stanton W.J., Etzel – Michael J., and Walkerker Bruce J: Fundamentals of Marketing: Mc Grawhllill. New York.