

# 2306

## MARKETING MANAGEMENT

### Objective

The objective of this course is to help students to understand the concept of marketing and its applications.

### COURSE CONTENTS

#### UNIT – I

Introduction : Nature, scope and functions of marketing; Importance of marketing; Marketing concepts – traditional and modern;; Marketing environment.

#### 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.

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: Eximpolicy an overview; Trends in India's foreign trade; Steps in starting an export business, Export procedure and documents..

### Suggested Reading :

1. Bose Chandra: Modern Marketing
2. Govin Rajan: Marketing Management
3. Kothari K.K., Jain P.C.: International Marketing, Ramesh Book Depot, Jaipu
4. Philip Kotler; Marketing Management Engle wood clilts; Prentice Hall, NJ
5. Shrivastava P.K.; Marketing (Hindi)
6. Shrinivasan Prentice Hall: International Marketing, Prentice Hall.
7. Stanton W.J., Etzel – Michael J., and Walkerker Bruce J: Fundamentals of Marketing; Mc Grawhllil. New York.