502 MARKETING MANAGEMENT

Marketing an overview: Definitions, Evolution of marketing management, concept, social responsibility, basic functions of marketing & importance and scope of marketing.

The marketing environment analysis: An organization's external microenvironment and macro environment, An organization's internal environment.

Marketing information systems: Concept and components of marketing information systems, MKIS, MRS, Analytical marketing system, marketing decision support system.

Consumer markets and consumer behavior analysis is: Demographic dimensions of consumer market, Behavioral dimensions of consumer marker.

Buyer behavior: objectives & structure.

STP marketing: An overview of marketing opportunities and target markets, Market segmentation concept patterns & procedure.

Product marketing strategies: Basic concepts of product planning, the product life cycle: Stages and marketing strategies, new product planning and development, product-mix strategies, rendering, packaging and labeling.

Pricing strategies and policies: Procedure for price setting, Methods of setting prices.

Marketing channel systems: The nature of marketing channels, Various marketing channel systems, Channel – design decisions, Channel – management decisions, Channel dynamics.

Promotion strategies: Meaning and importance of promotion, Communication and promotion mix strategy, Effective advertising programs, Sales promotion and public relations programs, The strategic personal selling process, Strategic sales-force management.

Text Books: