

Syllabus

Module - I : Introduction to Marketing

(11 Lectures)

- 1.1 Marketing
 - 1.1.1 Meaning of Marketing – Features – Importance
 - 1.1.2 Functions of Marketing – Evolution of Marketing Concept
- 1.2 Strategic Marketing Management – Meaning – Comparison between Traditional and Strategic Marketing Management
- 1.3 Recent Trends in Marketing
 - 1.3.1 Customer Relationship Management (CRM) – Meaning – Techniques
 - 1.3.2 Social Marketing – Meaning – Significance – Concept of Green Marketing
 - 1.3.3 Digital Marketing – Meaning – Forms (Internet Marketing, Social Media Marketing, Viral Marketing, Tele Marketing, Mobile Marketing)
 - 1.3.4 Event Marketing – Meaning – Steps
 - 1.3.5 Emerging Ethical Issues in Marketing – Importance of Ethics in Marketing
- 1.4 Challenges before Marketing Manager in Changing Business Environment (Global Market, Compressed PLC, Increasing Customer Awareness, Technology Boom, Emergence of Social Media)

Module - II : Marketing Information System, Consumer Behaviour and Market Segmentation

(11 Lectures)

- 2.1 Marketing Information System (MIS)
 - 2.1.1 MIS – Meaning – Features – Components – Essentials of Good MIS.
 - 2.1.2 Marketing Research – Meaning – Features – Process
- 2.2 Consumer Behaviour
 - 2.2.1 Consumer Behaviour – Meaning – Factors affecting Consumer Behaviour
 - 2.2.2 Buying Decision Process
- 2.3 Market Segmentation
 - 2.3.1 Market Segmentation – Meaning – Importance
 - 2.3.2 Bases of Market Segmentation – Niche Marketing
- 2.4 Product Positioning – Meaning – Importance – Positioning Strategies

Module - III : Marketing Mix-I (Product Decisions and Price Decisions)

(11 Lectures)

- 3.1 Marketing Mix – Meaning – Elements / Components – Importance.
- 3.2 Product Decisions
 - 3.2.1 Product Decision Areas
 - 3.2.2 Product Line (Length, Depth, Width) and Product Mix – Packaging, Labelling, Product Life Cycle.
 - 3.2.3 Branding – Meaning – Components of a Brand – Factors Influencing Branding.
 - 3.2.4 Brand Equity – Meaning – Definitions – Factors Determining Brand Equity
 - 3.2.5 Brand Extension – Meaning – Advantages
 - 3.2.6 Brand Loyalty
- 3.3 Price Decision
 - 3.3.1 Meaning – Significance of Pricing
 - 3.3.2 Factors Affecting Pricing Decision
 - 3.3.3 Pricing Objectives
 - 3.3.4 Pricing Methods and Strategies

Module – IV : Marketing Mix-II (Physical Distribution and Promotion Decision)

(11 Lectures)

4.1 Place / Physical Distribution

4.1.1 Meaning – Physical Distribution – Factors Affecting the Selection of Distribution Channels.

4.1.2 Types of Distribution Channels.

4.1.3 Recent Trends in Distribution (Horizontal – Third Party delivery Channel – Multi-Channel Marketing – Multi-Level Marketing)

4.1.4 Components of Distribution (Logistics – Transport – Warehousing – Inventory System)

4.2 Promotion Decision

4.2.1 Meaning of Promotion – Objectives of Promotion Decision

4.2.2 Elements of Promotion

Advertising – Meaning – Features

Publicity – Meaning – Features

Sales Promotion – Meaning – Techniques

Direct Marketing – Meaning – Forms

Public Relations – Meaning – Parties in Public Relations

4.3 Integrated Marketing Communication – Meaning – Features – Components