

PAPER III: MARKETING MANAGEMENT

CHAPTER:

1. Meaning and Scope of Marketing Management – Different Concepts Of Marketing Management – Importance Of Marketing.
2. Marketing Programs – Planning and Forecasting – Corporate Level, Business Level, Strategic Planning.
3. Marketing Mix – Mix Elements.
 - a. Product: Meaning Of Product and Services, Characteristics – Product Line and Mix Strategies – Product Planning and Development – Branding – Product Life Cycle.
 - b. Pricing: Meaning and Objectives – Pricing Policies and Strategies – Types of Pricing.
 - c. Promotion: Meaning And Objectives, Promotion Mix Components, Advertising, Sales Promotions, Personal Selling, Public Relations And Publicity.
 - d. Place (Distribution): Marketing Channels – Meaning, Nature, Types, Channels Design and Decisions – Criteria for Selection Of a Channel – Retailing, Wholesaling – Nature, Importance, Types – Physical Distributions – Nature And Process.
4. Buyers Behaviour – Determinants – Economic Model – Social and Cultural Influences, Buying Process.
5. Marketing Information and Research – Information Management, MIS – Features and Components, - Marketing Research – Elements, Objectives and Utilities.
6. Sales Management – Sales Planning – Policy – Organization – Sales Force, Selection and Training Etc.
7. Social Responsibility – Social Concept and Ecological Aspects of Marketing.
8. Consumerism/Consumer Protection Act – Introduction, Main Provisions, Consumer Dispute Redressal Procedure.

BOOKS FOR STUDY AND REFERENCES:

1. J.C. GANDHI – MARKETING MANAGEMENT
2. V.S. RAMESWAMY AND NAMAKUMARY – MARKETING MANAGEMENT.
3. S.A. SHERLEKAR – MARKETING MANAGEMENT.
4. PHILIP KOTLER - MARKETING MANAGEMENT.
5. STANTON - MARKETING MANAGEMENT.
6. B.S. RAMAN - MARKETING MANAGEMENT.