

204. MARKETING MANAGEMENT

1. Meaning & Definition, Concepts of Marketing, Functions of Marketing, Recent Trends in Marketing, E-Business: Green Marketing, Tele Marketing, Relationship Marketing, Retail Marketing.
2. Market Segmentation and Consumer Behavior: Meaning, Bases of Market Segmentation, Requisites of Sound Market Segmentation, Consumer Behavior Process, Factors Influencing Consumer Behavior.
3. Marketing Mix: Meaning, Elements, Product Concept (Product Mix, Branding, Labeling, Packaging) Product Life Cycle, Price Concept (Factors Affecting Price, Price Strategies), Place Concept (Channels of Distribution), Promotion (Advertising, sales Promotion, Personal Selling).
4. Customer Relationship Management: Meaning and Definition- Role of CRM, Advantages and Disadvantages.
5. International Marketing: Nature, Definition and Scope of International Marketing, Domestic Marketing V/S International Marketing. Marketing Environment- External and Internal.

Suggested Readings:-

1. Chundawat: Marketing Management.
2. J.C. Gandhi: Marketing Management.
3. Philip Kotler: Marketing Management.
4. P.N. Reddy: Marketing Management.