

MARKETING

(Optional) Paper - I

Objectives :

- a) To understand the nature and objectives of Marketing Management.
- b) To study the theory and principles of various marketing functions.

SECTION - I

Unit-I : Introduction to Marketing Management : Meaning and nature of marketing management-objectives, scope and philosophies of Marketing Management, - Functions of Marketing Management

Unit – II : Marketing Planning : Meaning and significance of marketing planning – Strategic planning – Marketing planning process – Managing the marketing effort – Planning of marketing mix elements of marketing mix and place of marketing mix in marketing planning.

Unit – III : Marketing Organization : Meaning , Scope and importance of marketing organisation – Evolution of marketing department – Basic types of organization structure – Line, Line and Staff, Functional, Committee, Geographical, Product, Customer, Matrix Type and their merits and demerits – Marketing manager responsibilities and functions.

Unit – IV : Marketing Control : Meaning, Objectives, Scope and Importance of marketing control – Procedure of control types of control, Strategic control, Annual plan control, Profitability control – Marketing audit – Duties of marketing controller.

Section – II

Unit – V : Marketing Information System (MIS) : Meaning , Importance and scope of MIS-Components of MIS – Process of MIS – Marketing decisions and MIS- Marketing research – Procedure of marketing research – Areas of marketing research – Other marketing research considerations.

Unit - VI : Consumer Buying Behaviour : Nature of consumer behaviour – Consumer buying process – Types of buyers, Individual and Institutional buyers – Buying motives – The buyer decision process – Types of buying decision behaviour and business buyer behaviour.

Unit – VII : Competitive Strategies : Customer relationship marketing – Attracting retaining and growing customers – Building customer relationship – Competitive marketing strategies, competitor analysis and competitive strategies – Balancing customer and competitor orientation.

Unit – VIII: Service Marketing :
Meaning and characteristics of Service – Importance of Service Marketing – Classification of services – Developing services – Problems of service marketing – Marketing strategies for service firms – The future of service marketing.

Reference Books :

1. Philip Kotler - Marketing Management
2. William J. Stanton - Fundamentals of Marketing
3. E.W. Cundiff, R.R. Still and Govoni - Fundamentals of Modern Marketing
4. Philip Kotler - Principles of Marketing
5. S.A. Sherlekar - Marketing Management
6. S. M. Zha. - Service Marketing

MARKETING
(Optional) Paper II

Objectives :

- a) To learn to take marketing decisions.
- b) To Study practical aspects of marketing management.

SECTION - I

Unit-I : Product Strategy : Meaning and concept of products – Product classification – Product line decisions – Product mix decisions – Branding and Packaging decisions – New product development strategy – Product life cycle strategies.

Unit – II : Pricing Strategy : Importance of pricing decisions in marketing – Factors affecting pricing decision, Price determination, Pricing methods, New product pricing strategies – Product mix pricing strategies – Price changes.

Unit – III : Promotion Strategy :

Meaning of marketing communication, Importance of promotion – Promotion mix, Forms of promotion – Personal selling, Nature, Scope and importance – Advertising, Meaning, Objectives and importance – Media sales promotion – Nature, importance and techniques.

Unit – IV : Distribution Strategy : Meaning, Nature and importance, Alternative channels of distribution – Factors to be considered for selecting channel. Functions of distribution channels.

Section – II

Unit – V : Logistics Management : Nature and importance of marketing logistics – Major logistics functions – Integrated logistics management – Third party logistics.

Unit – VI Retailing and Wholesaling : Meaning, - Types of retailers – Retailer marketing process – Retailer marketing decisions – The future of retailing , wholesaling – Types of wholesalers – Wholesaler marketing decision, Trends in wholesaling.

Unit – VII Sales Management : Meaning, Objectives and importance of sales Management – Functions of sales management, Managing the sales force, - The personal selling process.

Unit VIII: Direct Marketing : Meaning – Benefits and growth of direct marketing - Customer databases and direct marketing – Forms of direct marketing – On-line marketing and electronic commerce – Integrated direct marketing – Public Policy and ethical issues in direct marketing.

Reference Books :

1. Philip Kotler - Marketing Management
2. William Stanton, - Fundamentals of Marketing.
3. Cundiff, Still and Govoni - Fundamentals of Modern Marketing.
4. Philip Kotler and Armstrong - Principles of Marketing,
5. S.A. Shelekar - Marketing Management.
6. Pillai and Mrs. Bagavathi - Marketing

Nature of Question Paper (Total Marks – 100 Marks)

Section – I

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|------|--------------------------|------|
| Q.1 | Essay Type Question - | (15) |
| | OR | |
| | Essay Type Question | (15) |
| Q.2 | Essay Type Question | (15) |
| | OR | |
| | Essay Type Question | (15) |
| Q. 3 | Short Notes (4 out of 6) | (20) |

Section – II

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|------|--------------------------|------|
| Q.4. | Essay Type Question | (15) |
| | OR | |
| | Essay Type Question | (15) |
| Q.5 | Essay Type Question | (15) |
| | OR | |
| | Essay Type Question | (15) |
| Q. 6 | Short Notes (4 out of 6) | (20) |

