

**OBJECTIVE:** To study and critically analyze the basic concepts in marketing and to cater the needs of marketing industry.

**COURSE:**

**MODULE-I: FUNDAMNETALS OF MARKETING**

Introduction-origin of marketing – Concepts of marketing – Nature and scope of marketing – Importance of marketing – Functions of marketing – Need for marketing- Role of marketing manager – Marketing Environment. (Case study)

**MODULE-II: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR:**

Market Segmentation – Meaning, definition – Segmenting the market – Basis of segmentation – Target and positioning – Marketing Mix – 4p's of Marketing.

**Consumer Behavior** – Difference between customer and consumer – B2B marketing – B2C marketing – Consumer behavior model – Factors influencing consumer behavior. (Case study)

**MODULE-III: PRODUCT AND PRICING :** Product – meaning, characteristics – product concept – classification of product – Product life cycle – Branding – Elements of branding – packaging – Importance of packaging in marketing – Pricing – Types of pricing – Factors influencing pricing decisions. (Case study)

**MODULE-IV: PROMOTION AND SALES :** Promotion – Various types of Promotion – Importance of promotion – Sales – meaning , definition – personal selling – Distribution – channels of distribution – difference between sales and marketing. (Case study)

**MODULE-V: COMMUNICATION:** Communicating value: Designing and Managing Marketing communications- Advertising-Direct Marketing and Personal selling-Sales promotion- Events and Public relations: Competitive Marketing Strategies-Emerging Trends in Marketing

**RECOMMENDED BOOKS:**

1. Marketing Management – Philip kotler
2. Marketing Management – Rajan Nair
3. Marketing Management – Sontaki & Sontaki

