ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

VI SEMESTER COMMERCE Time: 6 Hrs/Week COM 6201 (4) MARKETING Max.Marks:100

w.e.f:2015 – 2018 ("15AC") SYLLABUS

OBJECTIVES: The student will know

- 1. Know the concepts in Marketing, Product and selling concept.
- 2. Understand the relevance and importance of the terms in the broader context of Marketing, product management and Promotion.
- UNIT- I: Introduction: Concepts of Marketing: Product Concept Selling Concept Societal Marketing Concept Marketing Mix 7 P's of Marketing Marketing Environment.
- UNIT- II: Consumer Markets and Buyer Behaviour: Buying Decision Process Stages Buying Behaviour Market Segmentation Selecting Segments Advantages of Segmentation.
- UNIT- III: Product Management: Product Life Cycle New products, Product mix and Product line decisions Design, Branding, Packaging and Labeling.
- UNIT IV: Pricing Decision: Factors influencing price determination, Pricing strategies: Skimming and Penetration pricing.
- UNIT-V: Promotion and Distribution: Promotion Mix Advertising Publicity Public relations Personal selling and Direct marketing Distribution Channels Online marketing-Global marketing.

REFERENCES:

- 1. Philip Kotler, Marketing Management, Prentice Hall of India.
- 2. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson Prentice Hall
- 3. Stanton J. William & Charles Futrel, Fundamentals of Marketing, McGraw Hill Company
- 4. V.S. Ramaswamy S. Nama Kumari, Marketing Management Planning, McMillan

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