

## 2.5. A - MARKETING MANAGEMENT

Lecture per Week: 4 hours

Max Marks: 80 (End Sem.) + 20 (IA) = 100

Exam Duration: 3 Hours

### OBJECTIVES:

1. To acquaint students on marketing development and job opportunities
2. To teach them about marketing of consumer goods as well as Agricultural goods so that they understand the Problem faced by the consumers and farmers
3. To teach them about most widely used concepts like PLC Brand Loyalty MLM, Malls etc

Unit	Topics	No of Periods
I	<b>Introduction to Marketing :</b> Definition , Core marketing Concepts marketing functions, Customer relationship Marketing Management – Objectives and functions, Marketing Mix, Importance of Marketing, Job opportunities in the field of marketing.	10
II	<b>Marketing Of Goods:</b> Types of goods, marketing of manufactured consumer goods, Characteristics of market , Classification Of Consumer Goods , marketing of Agricultural Goods – Defects and Remedies	10
III	<b>Buyer Behavior:</b> Meaning, Buying motives, Buying Behavior Models, Stages in Buying behavior in process, women and children as consumers and their behavior Brand Loyalty – Meaning and types	10
IV	<b>Marketing Mix I:</b> New Product Development, Product life cycle, Pricing- Factors influencing pricing, Pricing Strategies	10
V	<b>Marketing Mix II:</b> Channels of distribution- Definition, significance of marketing channel decision, Types of channels of distribution, Factors affecting channel selection , shopping malls, MLM, Promotion of sales – meaning, Promotional methods Sales Promotion – Advertising – objectives, Advertisement copy , moral issues in advertising, sales promotion , AIDAS Formula.	10

### **SUGGESTED READINGS:**

1. Marketing Management: Philip Kotler
2. Marketing Management: K Karunakaran
3. Marketing Management: Ramaswamy and NamaKumari
4. Marketing Management: J.C. Gandhi (Himalay Publication)
5. Marketing Management and Salesmanship : Sontakki and Deshpande
6. Modern Marketing: Sherlekar and others (Himalaya Publication)
7. Halasagi, Halasagi, S.G.Kulkarni & Mudabasappagol, Principles of Marketing, Basveshwar Publications.