

MARKETING MANAGEMENT

PAPER — XI

- 1 Marketing Definition-meaning-marketing concepts-marketing objectives and importance-marketing and selling-marketing functions.
- 2 Buyer Behaviour-buying motives-market segmentations geographic demographic psychographic benefits-targeting.
- 3 Marketing mix meaning and composition-formulation of new product strategy idea generation-screening-product mix-brand strategy-product development - packaging - test marketing-demarketing-remarketing product-life cycle.

- 4 Pricing-objectives of pricing strategies-methods of pricing buyer reactions to price decisions.
- 5 Channels of distribution-classifications and functions-public Distribution system.
- 6 Promotional methods sales management-sales-force-selection training evaluation.
- 7 Advertising purpose-copy budget-media-aesting of effectiveness.
- 8 Marketing strategy, definition-aim of strategy-strategies at different stages of product life cycle-strategies based on share of firms in the target market-elements of comprehensive marketing plan-implementation and evaluation.
- 9 Marketing research-definition-objectives of marketing research marketing research proress, advantages and limitation of marketing research.
- 10 Rural marketing of consumer products only-importance of rural maiketing features of rural market-difficulties-present marketing system-strategy for rural marketing.
- 11 Consumer rights and protection in India:

BOOKS RECOMMENDED

- 1 Philip Kotler — Marketing Management
- 2 Cundiff, Still & Govoni — Fundamentals of Modern Marketing
- 3 William J. Stanton — Marketing
- 4 Cunningham & Cunningham — Marketing
- 5 Mandell & Rosemburg — Marketing
- 6 Luck & Ferrell — Marketing Strategy & Plans
- 7 Victor Buell — Marketing Management

- 8 Aker & Hays — Advertising Management
- 9 Wright & Zeighler — Advertising
- 10 Neelamegham S. — Marketing Management and the
Indian Economy
- 11 Amarchand — An introduction to Marketing
- 12 Acharya & Govekar — Marketing & Sales Management
- 13 Sherlek S. A. — Marketing Management
- 14 K. C. Nair, Jose Paul
C J George & J. John — Modern Marketing Management
- 15 Rajan Nair — Marketing
- 16 Latif — Practice of Marketing
- 17 H M Saxena — Rural Markets & Development
- 18 D N Saraf — Consumer Protection in India