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PAPER I: MARKETING MANAGEMENT

1. **INTRODUCTION:-** Concepts of market, marketing and marketing management, Marketing Philosophy –Product concept, sales concept, marketing concept, societal concept, green marketing.
2. **MARKET SEGMENTATION:** – Meaning and importance –bases of market segmentation –market targeting strategies- Positioning strategy- Marketing Mix.
3. **CONSUMER BEHAVIOUR ANALYSIS:** - Importance, factors influencing consumer behaviour- economic, psychological factors and socio-cultural factors.
4. **PRODUCT STRATEGY:-** Concept of product, classification of products, product life cycle, product-mix, new product development, product differentiations, branding and packaging decisions.
5. **PRICING STRATEGY:** - Essentials of sound pricing policy, pricing objectives and policies- types of pricing.
6. **PROMOTION DECISIONS:-** Meaning, importance of promotion mix-elements of promotion mix; objectives- advertising budget –appeals – Advt. Agency and Advt. Copy – Salesmanship –selection, training, compensating, salesman.
7. **MARKETING RESEARCH:-**importance, objectives, Market research and marketing research- areas of marketing research, market survey.
8. **DISTRIBUTION STRATEGY:** –types of channels of distribution, types of intermediaries; trade channels for consumer goods and industrial goods; factors affecting trade channel decisions.
9. **LEGAL ASPECTS OF MARKETING:-** An introductory study of legal provisions relating to:
 - a) Restrictive and unfair trade practices.
 - b) Price display
 - c) Weights and measures
 - d) Quality control and
 - e) Protection of consumer interests.
10. **CONSUMER'S MOVEMENT:** –Consumer rights, exploitation of consumers (price, brand, advertisement etc.), Consumer Protection Act 1986.

References:

1. Kotler .P : Marketing management analysis planning and control, (Delhi, Prentice Hall of India)
2. Stanton, William J: Fundamentals of marketing, (New York, McGraw Hill Book Co.)
3. Sherlekar: Marketing Management, (Bombay, Himalaya Publishing Co.)
4. Ramesh M.S: Essentials of Marketing, (Ludhiana, Kalyani Publishing House)
5. Neela Megham .S: Marketing management and Indians economy, (Delhi Vikas Publishing House)