**Course Contents**

**Course Name: Marketing Management**

**Course Code- MS 107**

**Course Objective:** This course aims at introducing the concept of marketing and developing analytical skills for problem solving in marketing applications.

**Block I: Introduction to Marketing**

Unit I: Introduction to Marketing

Unit II: Evolution of Marketing

Unit III: Introduction to Marketing Process

Unit IV: Marketing Mix and Marketing Organisation

Unit V: Marketing Environment

Unit VI: Marketing Research

**Block II: STP Concept and Consumer Behaviour**

Unit VII: STP Concept and Market Segmentation

Unit VIII: Target Market

Unit IX: Differentiation and Positioning Strategy

Unit X: Consumer Behaviour

Unit XI: Product and Product Life-Cycle

**Block III: Product Packaging & Pricing**

Unit XII: Branding

Unit XIII: Packaging

Unit XIV: Pricing

Unit XV: Distribution Channels

Unit XVI: Decision Making for Effective Distribution Channels

Unit XVII: Promotion: Concept and Significance

**Block IV: Promotion Mix & Sales Promotion**

Unit XVIII: Promotion Mix

Unit XIX: Sales Promotion

Unit XX: Sales Forecasting

Unit XXI: Sales Force Management

Unit XXII: Salesmanship

**Suggested Readings-**

1. Philip Kotler, Principles of Marketing, Pearson Education.

2. Mc Dariel, Lamb & Hair, Introduction to Marketing, Thomson (8th edition),Stanton, Fundamentals of Marketing, TMH.

4. Subhash C Jain, Marketing: Planning & Strategy, Thomson (7th edition)

5. G.Armstrong and P. Kotler, Marketing: An Introduction, Pearson Education.

6. Philip Kotler, Marketing Management: Analysis, Planning & Control, Pearson.

7. S .S. Sherlekar, “Marketing Management”, Himalaya Publishing House.

8. S. Neelamegham, “Indian Cases in Marketing”, Vikas Publishing House Pvt Ltd., New Delhi

9. P.K. Mishra, P.S. Das and J.R.Das: Marketing Management, Alok Publication (2nd Edition)

10. S.C. Mehta, “Marketing Environment, Concepts and Cases”, Tata McGraw Hill, New Delhi.

11. Rajana Saxena, “Marketing Management”, Tata McGraw Hill, New Delhi 2004.