

| List of Topics Covered | | |
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| UNIT I | INTRODUCTION | 9 |
| Definition- Marketing Process- Dynamics- Needs- Wants and demands-Marketing Concepts- Environment- Mix- Types- Philosophies- Selling Vs Marketing- Organizational- Industrial Vs Consumer Marketing- Consumer Goods- Industrial Goods- Product Hierarchy. | | |
| UNIT II | BUYING BEHAVIOUR & MARKET SEGMENTATION | 9 |
| Cultural- Demographic Factors- Motives- Types- Buying Decisions- Segmentation factors- Demographic- Psychographic & Geographic Segmentation- Process- Patterns. | | |
| UNIT III | PRODUCT PRICING AND MARKETING RESEARCH | 9 |
| Objectives- Pricing- Decisions & Pricing Methods- Pricing Management- Introduction- Uses- Process of Marketing Research. | | |
| UNIT IV | MARKETING PLANNING AND STRATEGY FORMULATION | 9 |
| Components of marketing plan- Strategy formulation and marketing process- Implementation- Portfolio analysis- BCG- GEC grids. | | |
| UNIT V | ADVERTISING, SALES PROMOTION AND DISTRIBUTION | 9 |
| Characteristics- Impact- Goals- Types- Sales promotion- Point of Purchase- Unique selling proposition- Characteristics- Whole selling- Retailing- Channel Design- Logistics- Modern trends in retailing. | | |