

Marketing Management

Section I- Marketing Mix

- 1 Strategic Planning
 - 1.1 Strategic Planning Process
 - 1.2 SWOT analysis
 - 1.3 Organizational Mission & Goals
 - 1.4 Strategic Business Units
 - 1.5 BCG matrix
 - 1.6 Developing marketing strategy
 - 1.6.1. Target market selection
 - 1.6.2. Creating the marketing mix
 - 1.6.3. Creating the marketing Plan

2. Product Decisions
 - 2.1 Definition
 - 2.2 Product Mix
 - 2.2.1 Width and depth of product mix
 - 2.2.2 Product line
 - 2.2.3 Product Mix expansion strategies

 - 2.3 Levels of Product
 - 2.4 Product Life Cycle
 - 2.4.1 What is product life cycle
 - 2.4.2 Why study PLC
 - 2.4.3 Managing the product in Product Life Cycle
 - 2.5 Product Portfolio Analysis-BCG Matrix

3. Developing & managing Products
 - 3.1 Definition and types of new products
 - 3.2 New Product Development process
 - 3.3 Branding
 - 3.3.1 Definition
 - 3.3.2 Importance
 - 3.3.3 What is good brand?
 - 3.4 Packaging
 - 3.4.1 Purpose
 - 3.4.2 Types
 - 3.4.3 New trends in packaging
 - 3.5 Product Differentiation

4. Integrated Marketing Communication
 - 2.1 Promotion and Communication Process
 - 4.2 Objectives of Promotion
 - 4.3 The Promotion Mix
 - 4.4 Personal Selling
 - 4.4.1 Elements of Personal Selling Process
 - 4.4.2 Managing the sales force
 - 4.5 Sales Promotion
 - 4.5.1 Methods
 - 4.5.2 Limitations of sales promotion
 - 4.5.3 Push and Pull Strategies

5. Advertising & Public Relation
 - 5.1 Advertising
 - 5.1.1 Nature And Objectives of Advertising
 - 5.1.2 Types of Advertising
 - 5.1.3 Role of Advertising Agencies
 - 5.1.4 Types of media and media planning
 - 5.1.5 Components of an Advertisement
 - 5.1.6 Evaluating effectiveness of advertisement
 - 5.2 Public Relations
 - 5.2.1 Nature & Objectives
 - 5.2.2 T.R.Tools
 - 5.2.3 Dealing with adverse P R/ Publicity.

6. Price Decisions
 - 6.1 Pricing Strategies
 - 6.2 Setting the price
 - 6.2.1 Process
 - 6.2.2 Pricing Methods
 - 6.3 Factors influencing pricing decisions
 - 6.4 Managing the price changes

7. Marketing Channels & SCM
 - 7.1 The nature of Marketing Channels
 - 7.2 Types of marketing Channels
 - 7.2.1 Channels for Consumer Products
 - 7.2.2 Channels for Business Product
 - 7.2.3 Multiple Marketing Channels and Channels Alliances
 - 7.3 Intensity of Market Coverage
 - 7.3.1 Intensive Distribution

- 7.3.2 Selective Distribution
- 7.3.3 Exclusive Distribution
- 7.4 Supply Chain Management
- 7.5 Building Customer Relationships

- 8. Physical Distribution Decisions
 - 8.1 The Nature of Physical Distribution
 - 8.1.1 Physical Distribution Objectives
 - 8.1.2 Function of Physical Distribution
 - 8.2 The Nature of Wholesaling
 - 8.2.1 Services Provided by Wholesalers
 - 8.2.2 Types of Wholesalers
 - 8.3 The Nature of Retailing
 - 8.4 Major Types of Retail Stores
 - 8.4.1 General Merchandise Retailers
 - 8.4.2 Specialty Retailers
 - 8.5 Nonstore retailing
 - 8.5.1 Direct Selling
 - 8.5.2 Direct Marketing
 - 8.5.3 Automatic Vending
 - 8.6 Franchising
 - 8.7 Strategic Issue in Retailing

- 9. Extended P's of Services Marketing
 - 9.1 People
 - 9.2 Process
 - 9.3 Physical Evidence

- 10. Social Responsibilities and Ethics in Marketing
 - 10.1 Concept of Social responsibility
 - 10.2 Social Responsibility issues
 - 10.3 Ethical Issue in Marketing
 - 10.4 Ethical Decision making process
 - 10.5 Corporate Citizenship

Section II – Research Methodology

1. Understanding Research
 - 1.1 Definition and importance
 - 1.2 Data Collection Methods
 - 1.3 Types of Research
 - 1.4 Research Process

2. Research Design
 - 2.1 Definition
 - 2.2 Types of Research Design
 - 2.3 Features and Characteristics of a good Research Design

3. Sampling Plan
 - 3.1 Need for Sampling
 - 3.2 Sampling Techniques
 - 3.3 Census versus sampling
 - 3.4 Sampling Errors

4. Report Writing
 - 4.1 Purpose of a report
 - 4.2 Format of a report
 - 4.3 Contents of a report
 - 4.4 Features of a good report

5. Marketing Research
 - 5.1 Nature and Scope of Marketing Research
 - 5.2 Role of Marketing Research in Strategic Decision Making
 - 5.3 Applications of Market Research
 - 5.4 The Process of Market Research
 - 5.5 Types of Market Research
 - 5.6 Careers in Marketing Research