

Course Code	Course Title	C	H	I	E	T
17P2KMC7	Marketing Management	4	5	25	75	100

Unit I Introduction to Marketing Management **18 Hrs**

Meaning – Marketing Concept – Marketing Environment – Marketing Mix – Marketing Planning and Strategy – Market research and Market Information System.

Unit II Product **18 Hrs**

Definition - Product Policy – Product Classification – Product Mix – Product Line – Brand Policy – Packaging and labeling decisions – Legal aspects – Product Life Cycle – Marketing Strategies in different stages.

Unit III Pricing **18 Hrs**

Definition - Importance of price in business – Pricing policies – Objectives and Strategies – Factors that affect price decisions – Basic pricing policies – Kinds of pricing – Special problems in pricing – Legal restrictions in pricing – Resale price maintenance.

Unit IV Channels of Distribution **18 Hrs**

Definition – Channel functions – Factors considered in the selection of channels – Wholesalers – Retailers – Distribution cost analysis – Inventory and warehousing decisions – Producers problems in channel determination and usage. Management of physical distribution.

Unit V Promotional Strategy **18 Hrs**

Introduction - Marketing Communications and persuasion – Purposes of Sales promotion – Decision in sales promotion - Publicity – Decisions – Objectives – Salesmanship – Designing of sales force – Management of sales force – Principles of personal selling – Advertising – Types of advertising –Advertising policy – Causes for failure of advertising appeal - Selection of media – Classification of Media.

Text Book

1. RSN Pillai and Bhagavathi, “**Marketing Management**”, 2015, S.Chand & Sons, New Delhi.

Reference Books

1. Philip Kotler & Kevi Lane Keller, “**Marketing Management**”, Fifteenth Edition, 2015, Pearsons Publications.
2. Ramaswamy & Namakumari, “**Marketing Management**”, Fifteenth Edition, 2013, McGraw Hill Education (India) Pvt. Ltd., New Delhi.
3. Rajan Nair & C B Gupta, “**Marketing Management**”, Fourteenth Edition, 2011, Sultan Chand & Sons.
4. SA. Sherlekar & R. Krishnamoorthy, “**Marketing Management – Concepts and Cases**”, Fourteenth Edition, 2016, Himalaya Publishing House.