

### 603 : Marketing Management

1. Introduction: Nature, Scope and function of marketing; Importance of Marketing: Marketing Concepts- Traditional and Modern: Selling Vs. Marketing: Marketing Environment.
2. Consumer Behaviour and Market Segmentation: Nature, Scope, Process and Significance for Consumer behaviour: Market segmentation concept and importance: Base for Market Segmentation.
3. Marketing Mix: Basic Concept & Scope, Product-Concept 7 Types of Product, Product Life Cycle., Price-Concept and Factors Affecting Price, Promotion-Personal Selling, Advertising and Sales Promotion., Latest Trends in Marketing:- Retail, Rural, Green and e-marketing.
4. International Marketing: nature, definition and scope of International Marketing: Domestic Marketing VS International Marketing: International Marketing environment-External and internal.
5. Export policy and practice in India: Eximpolicy and overview: Trends in India's foreign trade; Steps in starting and export business, Export procedure.

#### Suggested Readings:

1. Bose Chandra:- Modern Marketing
2. Chundawat: Marketing Management
3. Govin Rajan: Marketing management
4. Kothari K.K., Jain P.C. : International Marketing, Ramesh Book Depot, Jaipur.
5. Philip Kotler: Marketing Management Engle wood clilts: Prentice Hall, NJ.
6. Shrinivasan Prentice Hall: International Marketng, Prentice Hall
7. Shrivastava P.K.: Marketing (Hindi)
8. Stanton W.J. Etzel-Michael J., and Walkerker Bruce J: Fundamentals of Marketing: MCGrawhill. New Yourk