DSC 1 G 6.2 Marketing

Unit-I: **Introduction:** Concepts of Marketing: Product Concept – Selling Concept – Societal Marketing Concept – Marketing Mix - 4 P's of Marketing – Marketing Environment.

Unit-II: **Consumer Markets and Buyer Behaviour**: Buying Decision Process – Stages – Buying Behaviour – Market Segmentation – Selecting Segments – Advantages of Segmentation.

Unit-III: Product Management: Product Life Cycle - New products, Product mix and Product line decisions - Design, Branding, Packaging and Labeling.

Unit-IV: Pricing Decision: Factors influencing price determination, Pricing strategies: Skimming and Penetration pricing.

Unit-V: Promotion and Distribution: Promotion Mix - Advertising - Publicity - Public relations - Personal selling and Direct marketing - Distribution Channels - Online marketing- Global marketing.

References:

- 1. Philip Kotler, Marketing Management, Prentice Hall of India.
- 2. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson Prentice Hall
- 3. Stanton J. William & Charles Futrel, Fundamentals of Marketing, McGraw Hill Company
- 4. V.S. Ramaswamy S. Nama Kumari, Marketing Management Planning, McMillan