

Course Code : MB710
MARKETING MANAGEMENT-II

Objective:

The objective of the course is to make the students aware about the market segmentation, testing, positioning strategies and recent trends.

UNIT-I

- 12 Hrs

Marketing Environment - Analyzing needs & trends in the Micro & Macro environment - Market Segmentation - Bases for Market segmentation, Requisites of sound marketing, segmentation.

UNIT –II

- 12 Hrs

Market targeting strategies -Positioning strategies - Undifferentiated marketing - Concentrated marketing.

Case Studies

UNIT-III

- 12 Hrs

Analyzing consumer markets - and buying behaviour - Factors influencing Buying behaviour - Cultural, Social, Personal, Psychological factors – The Buying decision process - stages of the buying decision process

Case Studies

UNIT-IV

- 12 Hrs

Marketing Research Marketing Information System, components - market intelligence system - Marketing Research, Process, Types and techniques of organizing Marketing Research.

UNIT-V

- 12 Hrs

Recent Trends in marketing, E-business, Tele-marketing, M-Business, Relationship Marketing, Retailing, Concept Marketing and Virtual Marketing, Mobile Marketing, Database Marketing, Viral Marketing, Ingredient Branding, and Hyper Markets.

Text Books:

1. Phillip Kotler: Marketing Management, 11/e, Pearson Publishers, 2007
2. Adrian Palmer , Introduction to Marketing theory and practice Oxford University Press 2007
3. Rajan Saxena: Marketing Management, 2/e, TMH, 2006.
4. Kerin, Hartley & Rudelius: Marketing—The Core, McGraw-Hill, Irwin, 2007.
5. Lamb, Hair ,Mac Daniel: Marketing, 7/e Thomson Publishers, 2006.
6. Boone& Kurtz, Principles of Marketing, 12/e, Thomson Publishers, 2007.

Reference Books:

1. V.S.Ramaswamy , S.Namakumari: Marketing Management, 3/e, Macmillan, 2003.
2. Michael J.Etzel, Bruce J. Walker, William J.Stanton, Ajay Pandit, Marketing Concepts 13th ed Tata McGraw Hill 2006
3. William D.Perreault, Jr.E.Jerome Mc Carthy, Basic marketing, 14/e, TMH.2007.
4. Czinkota and Kotabe: Marketing Management, 2/e, Thomson,2007.
5. Joel R. Evans, Borry Berman: Marketing in the 21st Century, 8/e, Biztantra, 2006.
6. Philip Kotler and Kelvin Lane Marketing Mangement 12th ed Pearson Education 2007