

# Syllabus

## UNIT – I

**Introduction to Marketing:** Meaning, Nature and Scope of Marketing, Marketing Concepts and Philosophies, Marketing Process, Marketing Mix.

**Marketing Information System:** Meaning and Components, Marketing Research Process.

**Consumer Buying Behaviour:** Factors Influencing Buying Behaviour, Buying Decision Process.

**Market Segmentation:** Levels and Patterns of Market Segmentation, Basis, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning.

**Product Planning and Market Strategies:** Product Life Cycle, New Product Development, Product Concepts and Classification, Branding, Packaging and Labeling.

## UNIT – II

**Pricing Decision:** Pricing Policies and Strategies.

**Distribution Decisions:** Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.

**Promotion Decisions:** Communication Process.

**Promotion Tools:** Advertising (Steps Involved in Designing and Advertising Programme), Sales Promotions, Public Relations, Personal Selling.

Issues in Marketing in a Developing Economy, Rural Marketing.