

SYLLABUS

PANJAB UNIVERSITY

M.COM., (1ST SEMESTER)

MC : 205-MARKETING MANAGEMENT

Unit – I

Introduction to Marketing Management : Marketing-Meaning and approaches – Role of Marketing in Organisations, 4Ps and Beyond, Marketing Challenges, Marketing Process and Marketing Planning, Marketing Information System.

Unit – II

Analysing Market Opportunities : Analysis the Marketing Environment–Economic, Demographic, Social, Cultural, Technical, Political and Legal, Buying Behaviour – Consumer, Business and Industrial, Measuring and Forecasting Market Demand.

Unit – III

Product Management : Product – Meaning and Classification, New Product Development, Managing Product Life Cycles, Brand Strategies and Management, Managing Service – Idea, Institution, Person, Place and Event.

Unit – IV

Pricing, Distribution and Promotion : Pricing-Influencing Factors – Approaches, Strategies and Programmes. Channels of Distribution and Logistics, Promotion Strategies – Advertising, Sales Promotion and Public Relations.