

IL BBA – 201 MARKETING MANAGEMENT

Unit 1 Introduction to Marketing

- 1.1 Scope and Importance
- 1.2 Core Marketing Concepts 1.3 Marketing as a Function
- 1.4 Marketing Orientations or Concepts
- 1.5 Difference between Selling & Marketing
- 1.6 Marketing Process
- 1.7 Marketing Mix
 - 1.7.1 Developing the Marketing Mix
 - 1.7.2 The Role of Marketing Mix in Marketing Planning and Marketing Strategy
 - 1.7.3 Choosing the Optimum Marketing Mix

Unit 2 Market Segmentation, Targeting and Positioning

- 2.1 What is Market Segmentation?
- 2.2. Benefits of Segmentation
- 2.3 Bases of Segmentation
- 2.4 Target Marketing
 - 2.4.1 Positioning

Unit 3 Buyer Behaviour and Marketing Research

- 3.1 What is Buyer Behaviour?
- 3.2 Meaning and Importance
- 3.3. Buyer Behaviour Models
- 3.4 Buying Characteristics Influencing Consumer Behaviour
- 3.5 Buyer Decision Making Process (Including Buying Roles and Types of Buyer Behaviour)
- 3.6 Factors Influencing Organizational Buyers

Unit 4 Marketing Research and Marketing Information Systems

- 4.1 Definition of Marketing Research
- 4.2 Objectives and Importance of Marketing Research
- 4.3 Process of Marketing Research
- 4.4 Applications of Marketing Research
- 4.5 Limitations of Marketing Research
- 4.6 Introduction of MkIS
- 4.7 Components of aMkIS

SUGGESTED READING

- Marketing Management; Dr. K.Karunakaran, Himalaya Publishing House, 2009Edition.
- Marketing Management, 13 Edition: A South Asian Perspective, Abrahamth Koshy and MithileshwarJha, Philip Kotler and KevinKeller.
- Marketing Management, RajanSaxena, 4 Edition, Tata-McgrawHill.
- Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4 Edition Macmillan Publishers India