

IMB 501 MARKETING MANAGEMENT- II

Module I

Product Decisions: Concept, Product classifications, New Product Development and New Service Development, Product Life cycle, Product mix strategies. Branding: Concept of Branding, Brand Types, Brand equity, Packaging /Labeling

Pricing Decisions: Pricing concepts for establishing value, pricing strategies, pricing methods

Module-II

Promotion: Integrated Marketing Communications: Concept of communication mix, Communication- objectives, steps in developing effective communication, marketing communications' planning and strategy.

Promotional tools- Advertising, Sales Promotion, Personal selling, Publicity / Public Relation. Direct Marketing, selecting the right mix of tools and media.

Distribution Decisions: Meaning, Purpose, Channel alternatives, Factors affecting channel choice, Channel design and Channel management decisions, Channel conflict, managing relationships in the channel, Distribution system, Multilevel Marketing, logistics management

Module-III

Contemporary Topics- Viral marketing, Guerrilla marketing, social and societal marketing, Relationship marketing, green marketing, digital marketing, not for profit marketing, B2B and B2C marketing, post modern marketing.

Recommended Books-

1. Marketing Management - Ramaswamy V. S. & Namakumar S, McGrawHill
2. Marketing Management: A South Asian Perspective – Kotler et al; Pearson.
3. Marketing: Baines, Fill and Page , Sinha , Oxford
4. MKTG – Lamb, Hair, Sharma, Mc Daniel, Cengage.
5. Marketing Management – K. Karunakaran, 3/e, HPH
6. Marketing Management – Arun Kumar & Meenakshi N, 2/e, Vikas.
7. Marketing Management – C N Sontakki, Kalyani
8. Marketing Management- RSN Pillai ,et. al, S.Chand