

CC: 403: Marketing Management (Core Course)

Theory: Credit: 4 (100 %)
Marks: 100

Total

Unit	Topics Covered	Wt.
I	Buyer Behavior : Consumers markets and Industrial Market : model of Consumer behavior, Factors influencing behavior, Buying behavior process characteristics of Industrial market, major influencing factor on industrial buying behavior types of buying decision and how to make buying decision.	20%
II	Target Marketing : Market segmentation on different basis and target marketing strategies. Consumerism : Concept, Causes, consumer movement in India.	20%
III	Sales Force Management : Decision of Sales Force Size, Sales Force : Selection and Training Compensation plan models supervision and control of sales Force quota-types including weighted combination quota-system. Quota-setting procedures and administrating quota system sales Territories - reasons, procedures for setting-up or revising sales territories assignment sales personnel to sales territories.	20%
IV	Advertising: Advertising goals, Determination of advertising Budget : Simple and Dynamic models Competitive model, Adaptive models. Specification of the media schedule media planning, specification of copy and format.	20%
V	Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.	20%

Reference Books:

1. *Marketing Management by Philip Kotler.*
2. *Introduction to Marketing Management by Sherlekar*
3. *Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R. Krishnamoorthy*
4. *Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd.*