

**SEMESTER I FOUNDATION COURSE:
MARKETING MANAGEMENT I
(Marks – 100)**

To provide knowledge of the concepts, principles, tools and techniques of marketing.

I Marketing an Introduction (25 Marks- 18 Lectures) Meaning of marketing and marketing management, Selling v/s Marketing, Marketing functions. Marketing concepts – production, product, selling, marketing and societal marketing. Marketing mix – Meaning, variables of marketing mix.
Marketing Research – Meaning and tools.

II-Marketing Environment and Segmentation (25 Marks- 19 Lectures) Marketing environment – Meaning and factors influencing. Market segmentation – Concept and bases for market segmentation, importance of market segmentation, requirements for effective segmentation.

III- Consumer Behaviour ; (25 Marks – 19 Lectures) Concept of consumer behaviour, importance of the study of consumer buying process. Stages of individual buying. Participants in the buying process, factors determining consumer behavior.

IV – Emerging Trends in Marketing : (25 Marks – 18 Lectures) Concepts of marketing - CRM, rural marketing, de-marketing, global marketing, niche marketing, web marketing, retailing, telemarketing, social network marketing.

Books for Study and Reference:

Kotler Philip, Armstrong Gary, 'Principles of Marketing', Prentice-Hall of India Pvt. Ltd.

J.C. Gandhi 'Marketing a Managerial Introduction', Tata McGraw Hill Company Ltd. Kotler, Keller, Koshy and Jha, Marketing Management - A South Asian Perspective-13TH

International Ed., Pearson, Delhi

Dr. K. Karunakaran, Marketing Management - Text and cases in Indian context, Himalaya Publishing House, Mumbai.

Banerjee Mrityunjoy, 'Essentials of Modern Marketing', Oxford & IBH publishing company Pvt. Ltd.

Ramaswamy V.S. Namakumari S., 'Marketing Management Planning, Implementation & Control', Mac Millan India Pvt. Ltd.

William, Etzel Micheal, Walker Bruce, 'Fundamentals of Marketing', McGraw Hill International.

