

K L UNIVERSITY
DEPARTMENT OF COMMERCE
B.Com (Honours) (Accounting & Finance)
V - SEMESTER

Marketing Management

Unit-I: Marketing (Hours : 7)

Need, Want and Demand, Marketing, Marketing Orientations, Marketing Environment, Buyer Behaviour, Marketing Planning Process, Consumer value and satisfaction, Identification and Analysis of Competitors

Unit-II: Market Segmentation (Hours: 8)

Market Segmentation, Targeting and Positioning strategies, Marketing Mix, The product, New Product Development, Product Life Cycle, Product Mix decisions, Branding, Packaging and Labeling

Unit-III: Pricing (Hours :10)

Pricing Decisions, Factors influencing Price – five “C”s, Pricing Strategies, New product pricing, Price adjustment strategies

Unit-IV: Distribution (Hours : 10)

Distribution Decisions, Channel alternatives, Choice of Channel, Channel Management, Channel Dynamics, Managing promotion Mix, Advertising, Personal selling, Sales Promotion and publicity, Integrated Marketing Communication.

Unit-V: Control (Hours : 10)

Marketing Control techniques, Marketing Audit, Social Marketing, Green Marketing, Web Marketing

Text Books:

1. Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson Education, 2008, 13th Edition, New Delhi.

Reference Books:

1. V.S.Ramaswamy and S.Namakumari - Marketing Management, Jain Publications, 2006, 3rd Edition, New Delhi
2. Kotler and Keller, Marketing Management, PHI, 2009, 13th Edition, New Delhi., New Delhi
3. Etzel, Walker, Stanton and Pandit, Marketing: Concepts and Cases, TMH, 2005, 13th Edition, New Delhi