

Syllabus

Panjab University

BCM 405: MARKETING MANAGEMENT

Objective: *The paper aims at making students to understand the basic concepts, philosophies, process and techniques of marketing.*

UNIT - I

Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Concepts and Philosophies, Marketing Process, Marketing Mix. Marketing Information System: Meaning and Components, Marketing Research Process. Consumer Buying Behaviour: Factors Influencing Buying Behaviour, Buying Decision Process. Market Segmentation: Levels and Patterns of Market Segmentation, Basis, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning. Product Planning and Market Strategies: Product Life Cycle, New Product Development, Product Concepts and Classification, Branding, Packaging and Labeling.

UNIT - II

Pricing Decision: Pricing Policies and Strategies. Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution. Promotion Decisions: Communication Process. Promotion Tools: Advertising (Steps Involved in Designing and Advertising Programme), Sales Promotions, Public Relations, Personal Selling. Issues in Marketing in a Developing Economy, Rural Marketing.