CONTENTS

Chapter-1 INTRODUCTION TO MARKETING

Introduction; Definition of Marketing; Purpose of Marketing; Functions of Marketing; Importance of Marketing; Focus of Marketing; Stages of Marketing; Types of Market Structure; Evolution of Marketing; Overview of Marketing Mix

Chapter-2 SEGMENTING, TARGETING AND POSITIONING

Introduction; Market Segmenting; Benefits for Market Segmentation; Consumer Characteristics Segmentation; Behavioural Segmentation or Consumer Response Segmentation; Patterns of Market Segmentation; Market Segmentation Procedure; Market Targeting; Market Positioning; Differentiating Market Offering

Chapter-3 PRODUCT MANAGEMENT

Introduction; Components of Products; Managing Product Lines; Product Life Cycle (PLC); Development Stage; Introduction or Launch Stage; Growth Stage; New Product Development; Integrated Product Development; Managing New Product Development Process; Packaging

Chapter-4 DISTRIBUTION MANAGEMENT

Introduction; Managing Marketing Channels; Component Tasks in Managing the Intermediaries; Contemporary Channel Management Scenario in India; Multi-level Marketing (MLM); Network Marketing The ET Bazaar; Conclusion

Chapter-5 PRICE MANAGEMENT

Introduction; Factors Influencing the Pricing; Pricing during the growth phase; Pricing during the maturity phase; Setting the Price; Changing the Price; Pricing New Products; Price Discrimination

Chapter-6 PROMOTION

Introduction; Communication Models; Integrated Marketing Communications (IMC); Factors in setting communications mix; Advertising; Advertising Planning and Decision-making; Sales Promotion; Direct Marketing; Sponsorship; Media Planning; Media Types

Chapter-7 MARKETING RESEARCH

The Basic Concept of Marketing Research; Features of Marketing Research; Scope of Marketing Research; Objectives of Marketing Research; Importance and Advantages of Marketing Research; Limitations of Marketing Research; Classification of Marketing Research; Marketing Research Process

Chapter-8 CONSUMER BEHAVIOUR

Introduction; Definition; Characteristics of Consumer Behaviour; Importance of the study of Consumer Behaviour; Factors Influencing Consumer Behaviour; Types of Buying Behaviour