

CONTENTS

UNIT 1: Introduction to Marketing

Introduction; Meaning and Definition of Marketing; Definition of Marketing Management; Differences between Marketing & Selling; Nature of Marketing; Importance of Marketing; Approaches to the study of Marketing; Marketing concept or Marketing Philosophy; Marketing Functions; Goals of Marketing System; Recent Trends in Marketing; Question Bank

UNIT-2 : Marketing Environment

Meaning and Definition of Marketing Environment; Classification of Marketing Environment; Market Segmentation- Meaning, benefits, bases; Strategies for Market Segmentation; Requisites of Sound Market Segmentation; Consumer behaviour- Definition, Characteristics; Factors influencing Consumer Behaviour; Question Bank

UNIT-3 : Marketing Mix

MARKETING MIX- meaning, characteristics, objective, importance and factors affecting marketing mix; PRODUCT- meaning, characteristics, importance, product classification, product level, product mix decisions; Product life cycle, new product development; Branding- meaning, objectives, importance, types, advantages, criticisms; Packing and Packaging- meaning differences, functions, advantages, criticisms; Labeling; PRICING- definition, importance, objectives, factors influencing pricing policy; Pricing methods, price adoption strategies; PHYSICAL DISTRIBUTION- definition, objectives, importance and advantages, activities included in physical distribution; Channels of distribution- meaning, need and importance, functions; Channel management decision, factors affecting channels of distribution; Types of marketing channels- types of intermediaries; PROMOTION- definition , characteristics, objectives, importance, criticisms; Forms of promotion or Tools of promotion - Advertising, Personal Selling, Sales Promotion, Publicity, Public Relations; Question Bank

UNIT-4 : Introduction to Services Management

Introduction to Service Sector; Meaning of Services; Services Management; Services Marketing; Characteristics Of Services; Differences Between Services And Goods; Classification Of Services; Marketing Mix In Service industry; Growth Of Service Sector; Role Of

Services In Economy;Service Processes (Chain of service activities, customer experience, service design, service blue print, and front & back office); Self Assessment Questions

UNIT-5 : Service Sector Management

Introduction to Tourism Marketing; Tourism &Tourism Marketing - Concept; Nature of Tourism; Significance & Impact Of Tourism; Evolution & Growth of Tourism; Market Segmentation; Tourism Marketing Mix; Introduction to Travel Services (types of travel agents, tour operators, types of tour operators, difference between travel agents and tour operators, functions of travel agents); Health Care Services (Concept, Nature, Significance and Marketing); Educational Services (Concept, Nature, Significance and Marketing); Self Assessment Questions

Paper Commerce (I & II semester 2013-2015)