# CONTENTS

## Unit: I

#### 1. Introduction

- Introduction
- Meaning and Definitions of Marketing
- Nature, Scope and Importance of Marketing
- Evolution of Marketing Concepts
- Marketing Mix

#### 2. Marketing Environment

- Micro Marketing Environment
- Macro Marketing Environment
- 3. Consumer Behaviour An Overview
  - Meaning of Consumer Behaviour
  - Importance of Consumer Behaviour
  - Consumer Buying Process
  - Factors Influencing Consumer Buying Decisions

# Unit: II

#### 4. Market Selection

• Meaning of Market

- Concept and Importance of Market Segmentation
- Basis of Market Segmentation
- Target Market Selection
- Concept and Importance of Positioning
- Basis of Positioning
- Product Differentiation vs Market Segmentation

#### 5. Product

- Meaning and Importance of Product
- Classification of Products
- Concept of Product Mix and Product Line
- Branding, Packaging and Labelling
- Product Support
- Product Life Cycle
- New Product Development

## Unit: III

#### 6. Pricing

- Meaning of Pricing
- Role and Importance of Pricing
- Factors affecting the Price of a Product
- Pricing Policies and Strategies

#### 7. Promotion

- Nature and Importance of Promotion
- Communication Process
- Types of Promotion and their Distinctive Characteristics
  - $\cdot$  Advertising
  - · Personal Selling

- · Public Relations
- $\cdot$  Sales Promotion
- Promotion Mix
- Factors affecting Promotion Mix decisions

## Unit: IV

#### 8. Distribution

- Channels of Distribution: Meaning and Importance
- Types of Distribution Channels
- Factor affecting choice of Distribution Channel
- Physical Distribution

#### 9. Retailing

- Introduction
- Types of Retailing: Store Based and Non-store Based Retailing:
  - o Chain Stores
  - o Specialty Stores
  - o Supermarkets
  - o Retail Vending Machines
  - o Mail Order Houses
  - o Retail Co-operatives
- Management of retailing operations: An overview
- Retailing in India: Changing scenario

### Unit: V

#### 10. Rural Marketing

- Introduction
- Growing Importance of Rural Marketing
- Distinguishing Characteristics of Rural markets

- Understanding Rural Consumers and Rural Markets
- Marketing Mix planning for rural markets

## 11. Recent Developments in Marketing

- Social Marketing
- Online Marketing
- Direct Marketing
- Services Marketing
- Green Marketing