

**VEER NARMAD SOUTH GUJARAT UNIVERSITY
MARKETING MANAGEMENT**

Objective:

To give students a basic understanding of the character and scope of Marketing and help them to develop skills in the analysis and resolution of management problems.

Contents :

Conceptualizing Marketing Management; The concept of marketing; Marketing Environment; Consumer Markets & Buying behaviour; Organizational Buying behaviour and markets; Marketing Information Systems & Marketing Research; Market Measurement & Forecasting; Market Segmentation; Targeting & Positioning; Developing Marketing Strategies; New Product Development; Marketing Strategies in different stages of product life cycle; Marketing strategies for market leaders, challengers, followers, nichers; Marketing strategies for global marketplace;

Corporate strategic Planning-Marketing Plan; Product, brand, packaging and service decisions; pricing decisions; Distribution decisions, Communication & Promotion mix decisions selling decisions; Implementing, Marketing & Controlling The Marketing Effort; Marketing organization & Implementation; Contemporary Issues in Marketing

References:

1. Kotler, Keller, Koshy and Jha : Marketing Management : A South Asian Perspective, Pearson Prentice Hall
2. Saxena Rajan, Marketing Management, Tata McGraw hill
3. Ramaswamy V.S. and Nandkumari, Marketing Management: Planning, Implementation and Control, McMillan
4. Best Roger, Market Based Management: Strategies for Growing Customer Values and Profitability PHI Learning Pvt. Ltd.
5. William Stanton : Fundamentals of Marketing McGraw-Hill.
6. Ejerome MC Carth – Basic Marketing, An Managerial Approach: Richard D. Irwin Inc. Ontario.
7. Eugene W. Kelley- Marketing Management : Richard D. Irwin Inc. Homewood.
8. William Kazer – Perspective and Viewpoints : Illinois.
9. Edward W. ; Cundiff Richard; R. Still Norman; A. P. Govoni – Fundamentals of Marketing: Printice Hall Inc., N. Jersey.