

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, OU

SEMESTER-II

MARKETING MANAGEMENT

PAPER CODE: COM 7: Core-II
THPW: 5; Credits: 4

Total Marks: 80+15+05=100
ESED: 3 HRS

OBJECTIVE: *to familiarize the students with the management of marketing functions, components of information system and marketing research process.*

UNIT-I: PRODUCT MANAGEMENT:

Concept of Product - Classification of Products - Product Levels- Product Mix - Product Mix Decisions - New Product - New Product Development Stages - Reasons for New Product Failure - Product Life Cycle Stages and Marketing Implications - Branding - Packaging & Labeling.

UNIT-II: PRICE MANAGEMENT:

Pricing - Objectives of Pricing - Role of Price in Marketing Mix - Factors Influencing Price - Pricing under different competitive conditions - New Product Pricing - Skimming and Penetration Pricing - Pricing Methods - Cost based - Demand based - Competition based- Product line Pricing - Pricing strategies.

UNIT-III: PROMOTION MANAGEMENT:

Promotion - Significance - Promotion Mix - Advertising - Objectives - Media - Media selection - Budget - Types of Advertising - Advertising Effectiveness, Personal Selling - Nature - Steps in Personal Selling. Sales Promotion - Objectives - Tools. Public Relations - Direct Marketing - Forms of Direct Marketing.

UNIT-IV: CHANNEL MANAGEMENT & RETAILING:

Marketing Channels: Nature - Channel Levels - Channel Structure & Participants - Functions Marketing Intermediaries - Channel Design Decisions - Channel Conflict and Resolutions - Online Marketing - Online Marketing Channels - objectives - Merits - demerits -Retailing: Meaning - Significance - Emerging trends - forms of retailing - formats of retail stores.

UNIT-V: MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH:

Concept of MKIS - Components of a Marketing Information System - Internal Records System- Marketing Intelligence System-Marketing Research System-Marketing Decision Support System - Marketing Research Process - Marketing Research Vs MKIS - Marketing Research in India.

SUGGESTED READINGS:

1. Philip Kotler: Principles of Marketing, PHI
2. Ramaswamy & Namakumari: Marketing Management
3. Jain: Marketing Planning and Strategy,
4. Gandhi IC : Marketing Management
5. Me Carthy EJ & OtheIS: Basic Marketing
6. Rosenbloom: marketing Channels
7. Majare: The Essence of Marketing
8. Ian Chasten: New Marketing Strategies
9. Rajan Saxena: Marketing Management.