

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

SCHOOL OF COMMERCE & MANAGEMENT

M.B.A. SEMESTER – II (CORE)

MARKETING MANAGEMENT

Sr. No.	Unit
1	<p>Marketing Management</p> <ul style="list-style-type: none"> • Introduction • Core Concepts of Marketing. • Understanding of Markets, Marketing and Marketing Management • Nature, Scope and Importance of Marketing. • Marketing Concept and Its Evolution, Production, Product, Selling, Marketing and Societal Concepts • Check Your Progress
2	<p>Marketing Mix and Environment</p> <ul style="list-style-type: none"> • Marketing Mix - An Introduction • Marketing Environment - Macro and Micro Components and Their Impact on Marketing Decisions • Check Your Progress
3	<p>Marketing Planning And Strategies</p> <ul style="list-style-type: none"> • Introduction • Strategic Business Planning Marketing Strategy • Marketing Mix • Value Oriented Marketing • The Value Chain • Core Competencies • The Central Role Of Strategic Planning • Defining The Business • Ansoff Model • Check Your Progress
4	<p>Product Related Decisions</p> <ul style="list-style-type: none"> • Introduction • Concept of A Product • Classification of Products • Product Hierarchy • Major Product Decisions

	<ul style="list-style-type: none"> ● Product Life Cycle – Strategic Implications ● New Product Development ● Consumer Adoption Process ● Check Your Progress
5	<p>Pricing Decisions</p> <ul style="list-style-type: none"> ● Introduction ● Objectives of Pricing ● Factors Affecting Pricing Decisions ● Methods of Pricing (Pricing Policies and Strategies) ● Pricing Strategy Matrix ● Check Your Progress
6	<p>Distribution Strategy</p> <ul style="list-style-type: none"> ● Introduction ● Nature and Characteristics of Distribution Channel ● Functions of Distribution Channel ● Types of Distribution Channels ● Channel Management Decisions ● Factors Affecting Channel Selection/Decision ● Intermediaries ● Retailing <ul style="list-style-type: none"> ○ Functions Of Retailing ○ Types Of Retailers ○ Non-Store Retailers ● Wholesaling <ul style="list-style-type: none"> ○ Types of Wholesalers ● Check Your Progress
7	<p>Promotion Mix</p> <ul style="list-style-type: none"> ● Introductions to Market Promotion ● Definitions of Market Promotion ● Significance and Importance of Market Promotion ● Market Promotion as Market Communication ● The Communication Process ● Promotion Mix <ul style="list-style-type: none"> ○ Advertising ○ Personal Selling ○ Sales Promotions ○ Publicity ○ Public Relations ● Advertising Budget <ul style="list-style-type: none"> ○ Methods to Set Advertising Budgets ● Advertising Media Selection ● Types of Media ● Measuring Advertising Effectiveness ● Sales Promotion Tools

	<ul style="list-style-type: none"> • Consumer-Promotion Tools • Check Your Progress
8	<p>Market Segmentation</p> <ul style="list-style-type: none"> • Concept / Definition • Significance / Importance • Bases For Segmentation Consumer Market • Targeting • Positioning: Concept and Process • Check Your Progress
9	<p>Consumer Behaviors</p> <ul style="list-style-type: none"> • Concept / Definition • Factors Influencing Consumer Behaviour • Consumer Versus Organizational Buyers • Buyer Characteristics • Check Your Progress
10	<p>Recent Trends: Marketing</p> <ul style="list-style-type: none"> • Retailer and Retailing • Marketing of Services • International Marketing • Rural Marketing • Green Marketing • Online Marketing • Check Your Progress