

SYLLABUS

CCMM

Course Title: Principles of Marketing Management

Course Contents (2019-20), (2020-21), (2021-22)

1. Introduction to Marketing

- 1.1 Meaning, Definitions, Nature, Scope of Marketing
- 1.2 Importance of Marketing as Business Function
- 1.3 Marketing Process
- 1.4 Functions of Marketing
- 1.5 Marketing Ethics
- 1.6 Rural & Green Marketing: Meaning, Definitions and Features

2. Market Segmentation & Buyer Behaviour

- 2.1 Market Segmentation
 - 2.1.1 Meaning, concepts and importance of segmentation
 - 2.1.2 Bases for Segmenting Consumer Markets
 - 2.1.3 Benefits & limitations of Market Segmentation
- 2.2 Buyer Behavior
 - 2.2.1 Meaning of buyer behaviour
 - 2.2.2 Models of consumer/buyer behaviour
 - 2.2.3 Determinants of consumer behaviour
 - 2.2.4 The Buying Decision Process: The Five-Stage Model
 - 2.2.5 Marketing implications of consumer behaviour

3. The Marketing Mix

- 3.1 Introduction
- 3.2 Marketing Mix-The Traditional 4Ps,
- 3.3 The Modern Components of the Mix- The Additional 3Ps,
- 3.4 Developing an Effective Marketing Mix

4. Product Life-Cycle Marketing Strategies

- 4.1 Product Life Cycles
 - Style, Fashion, and Fad Life Cycles
- 4.2 Marketing Strategies: Introduction Stage and the Pioneer Advantage
- 4.3 Marketing Strategies: Growth Stage
- 4.4 Marketing Strategies: Maturity Stage
- 4.5 Marketing Strategies: Decline Stage

5. Services Marketing

- 5.1 Meaning, Definitions and Features of Services
- 5.2 Classification of Services
- 5.3 New Generation Services
- 5.4 Importance of Service Marketing
- 5.5 Problems in Service Marketing

6. Introduction to Technology Based Marketing Strategies

- 6.1 Call to Action Marketing

- 6.2 Close Range Marketing
- 6.3 Cloud Marketing
- 6.4 Drip Marketing
- 6.5 Email Marketing
- 6.6 Freebie Marketing
- 6.7 Mobile Marketing
- 6.8 Newsletter Marketing
- 6.9 Online Marketing
- 6.10 Social Media Marketing