
SYLLABI-BOOK MAPPING TABLE

Marketing Management

Syllabi	Mapping in Book
UNIT-I Introduction to Marketing; Core concepts of marketing; Orientation towards market place; Difference between Marketing and Selling; Marketing Process; Marketing Environment.	UNIT 1: Marketing Environment (Pages 3-42)
UNIT-II Determinants of consumer behaviour; Consumer's Purchase decision process; Market Segmentation and Target Marketing; Marketing Research; Marketing Information System; Planning of Marketing Mix.	Unit 2: Consumer Behaviour And Market Research (Pages 43-142)
UNIT-III Product decisions; Branding and Packaging decision; Product Life Cycle; Pricing strategy.	Unit 3: Product Management (Pages 143-216)
UNIT-IV Selecting and Managing Marketing channels; Retailing, Wholesaling and Physical Distribution; Communication and Promotion mix; Designing Effective Advertising Program; Sales Promotion.	Unit 4: Marketing Channels, Communication, Advertising and Sales Promotion (Pages 217-304)
