

FUNDAMENTALS OF MARKETING

Semester – 5th

EG – 5

FM (506)

Credit – 2 + 0 = 2

Objectives :-

1. To acquaint students with the difference between selling and marketing.
2. To give an understanding of the marketing concept.
3. To give a through understanding of product planning pricing and practices.

Unit – 1 Nature and role of marketing.

- Meaning, nature and scope of marketing.
- Role and importance of marketing in modern economy.
- The marketing system.

Unit – 2 Product / Pricing.

- Product life cycle.
- Need for product innovations and their development for variety.
- Pricing – economic concept and objective.
- Pricing policies.

Unit – 3 Distribution system.

- Channels of distribution – types and functions.
- Roles and types of advertising.
- Good salesmanship.

Unit – 4 Stages of marketing research process.

- Types of survey.
- Types of market.
- Market segmentation.

Reference:

- Amarchand, D. and Varadarajan, B. (1981): An introduction to marketing management, Vikas Publishing House Private Ltd.
- Davar, R.S. (1982) Marketing Management, Bombay. Progressive Corporation Private Limited.
- Sherlakar S.A., (1982); Marketing management, Delhi, Himalaya Publishing House.