

Programme Name	Master of Commerce
Semester	Second
Paper No	2.43
Course Code	
Course Name	Marketing Concept & Strategy (Paper-4)
Course Type	Elective Course
Effective from	DECEMBER 2011
Objective	To enable students to learn the process tools and techniques of marketing, to clear marketing strategy concept.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Marketing Concept, nature, scope, significance of marketing, various marketing concepts and its evaluation.	08	13	0.5
	B	Functions of Marketing, Marketing management process, marketing planning, marketing & Economic development.	07	12	0.5
2	A	Marketing mix analysis- Products- product life cycle and its strategy, new product development - meaning, process, problems related to new product launching in market, new product acceptance, and causes of product failure. Price- Meaning, objectives, policies and strategies.	08	13	0.5
	B	Marketing mix analysis- place- physical distribution channels, channels objectives, constrain on the factors affecting to the choice of the channels. Promotion- various promotion tools, Advertising, publicity, sales promotion, public relation.	07	12	0.5
3	A	Analyzing competitors- Meaning, identifying competitors, & their strategy, assessing competitors strength & weakness,	08	13	0.5
	B	Market segmentation and positioning - Meaning, significance, Basis of segmentation, process of market positioning.	07	12	0.5
4	A	Strategic Marketing-Meaning, significance, process of strategic marketing, evaluation of marketing opportunities, factors affecting to marketing mix strategy.	08	13	0.5
	B	Marketing efforts- meaning, Managing the marketing efforts, Types of growth strategy, types of diversification growth	07	12	0.5

Reference: 1.Principles of Marketing - Philip kotler.

2. Marketing Management - Ramaswamy.V.S

3. Fundamental of Marketing - Stanton.