

MARKETING MANAGEMENT ESSENTIALS

Duration: 30 Hours

Max. Marks: 50

Course Objectives:

- To make the students aware about the core marketing concepts
- To provide basic understanding about customer relationship management
- To familiarize the international marketing system.

Module 1: Introduction to Marketing Management:

Introduction, Market and Marketing, the Exchange Process, Core Concepts of Marketing, Functions of Marketing, Importance of Marketing, Marketing Orientations (5 Hours)

Module 2: Marketing Environment

Introduction, Environmental Scanning, Analysing the Organization's Micro Environment, Company's Macro Environment, Techniques of Environment Scanning. (6 Hours)

Module 4: Customer Relationship Management and Other Contemporary Issues:

Introduction, Relationship Marketing Vs. Relationship Management, Definitions of Customer Relationship Management (CRM), Forms of Relationship Management, Managing Customer Loyalty and Development. (9 Hours)

Module 4: Understanding the Marketing-Information Systems (MIS):

Introduction, Characteristics of MIS, Benefits, Types, Components, Marketing Research. (4 Hours)

Module 5: International Marketing Management:

Introduction, Nature of International Marketing, International Product Policy, International Promotions Policy, International Branding, Country of Origin Effects, International Pricing (6 Hours)