SEMESTER I FOUNDATION COURSE:
MARKETING MANAGEMENT I
(Marks – 100)

To provide knowledge of the concepts, principles, tools and techniques of marketing.

Marketing Research – Meaning and tools.


III- Consumer Behaviour (25 Marks – 19 Lectures) Concept of consumer behaviour, importance of the study of consumer buying process. Stages of individual buying. Participants in the buying process, factors determining consumer behavior.

IV – Emerging Trends in Marketing : (25 Marks – 18 Lectures) Concepts of marketing - CRM, rural marketing, de-marketing, global marketing, niche marketing, web marketing, retailing, telemarketing, social network marketing.

Books for Study and Reference:
International Ed., Pearson, Delhi
Dr. K. Karunakaran, Marketing Management - Text and cases in Indian context, Himalaya Publishing House, Mumbai.