

GUJARAT TECHNOLOGICAL UNIVERSITY
DIPLOMA IN COMMERCIAL PRACTICE
Semester: 4

Subject Name MARKETING MANAGEMNT

Sr. No.	Course content
1.	Marketing And Marketing Management <ul style="list-style-type: none">- Meaning and Definition of Marketing- Characteristics of Marketing- Modern Marketing Concept – Micro – Macro- Marketing Mix – 4 p-c- Functions of Marketing- Types of Marketing- Marketing management.- Function & Importance.
2.	Consumer's Behaviors <ul style="list-style-type: none">- Meaning of consumer's behaviors- Importance- Kinds of consumers- Consumers behaviors & selling process.- Factors affecting to consumer's behavior.- Personal Factors – Motives.- Psychological factors- Social and cultural.
3.	Marketing information systems and market research <ul style="list-style-type: none">- Marketing information system and its kinds.- Meaning and nature of market research – objectives and function.- Merits and demerits.- Process of market research.
4.	Product planning <ul style="list-style-type: none">- <i>Meaning and characteristics.</i>- <i>Importance and classification.</i>- <i>Product line and product mix – product length – width – depth and consistency</i>- <i>Meaning and importance of branding, packing and labeling.</i>- <i>Product life cycle and strate</i>

5.	Price Mix <ul style="list-style-type: none"> - Signification of price in marketing - Factors affecting the price. - Objective and policies. - Pricing decision. - Pricing and new product. - Special problem and pricing.
6.	Advertisement and publicity: <ul style="list-style-type: none"> - Meaning and definition – objectives - Scientific advertisements – characteristics of effective ads. - Types of advertisement - Different media of advertisements and its merits and demerits. - Factors affecting to the selection of best media of ads. - Meaning and importance of publicity.
7.	Personal Selling & Sales Promotion : <ul style="list-style-type: none"> - Personal Selling and meaning and importance – kinds of salesmanship Personal selling Vs. Ads. – Selling process. - Sales promotion – meaning – methods – tools at consumers level, at dealers level / wholesalers/ retailers level, at sales forces level.

Reference Books:

Sr. No.	Name of Books	Author	Publishers
1.	Marketing management	by Sherlaker	
2.	Marketing management	by M. M. Verma & Agarwal	Forward Publishing company
3.	Principals of Marketing management	by Phillip Kotler Gary Armstrong	Prentices hall of New Delhi.