OBJECTIVES
To enable students
• understand the concepts and essentials of marketing
• become familiar with contemporary issues in marketing

COURSE OUTLINE:
UNIT-I: INTRODUCTION 15 hrs

UNIT-II: BUYER BEHAVIOUR 15 hrs

UNIT-III: PRODUCT MANAGEMENT 15 hrs

UNIT-IV: SALES MANAGEMENT 15 hrs
Channels of distribution decisions: channel alternatives, multiple channels, vertical marketing system – global retailing – internet and channel design – marketing logistics – trends in logistics management – Advertisement and sales promotion.

UNIT-V: CONTEMPORARY ISSUES 15 hrs
a. Global marketing
b. Service marketing
c. Rural marketing
d. Customer service
e. Mega retail outlets

PRINCIPAL TEXT:

REFERENCE BOOKS:
