

**Subject Code: 509**

**Subject Name: Marketing Management & Communication**

**Unit 1: Introduction to marketing** **07 Hrs**

Core concepts  
Market orientations  
Marketing management tasks  
Components of marketing plan

**Unit 2: Customer Value and Satisfaction 06 Hrs**

Concept of customer value and satisfaction, Building customer value, Satisfaction and loyalty, Maximising Customer lifetime value.

**Unit 3: Marketing Planning & Segmentation** **10 Hrs**

Corporate planning  
Business strategic planning  
Marketing Planning process  
Segmentation  
Bases for segmenting markets  
Targeting  
Differentiation & Positioning

**Unit 4: Understanding Markets and the Environment** **06 Hrs**

Business Markets organizational buying behaviour  
Consumer Markets and Consumer behavior

**Unit 5: Pricing** **07 Hrs**

Pricing Objectives and methods  
Factors affecting Pricing  
Types of Pricing  
Steps in Pricing

**Unit 6: Promotion** **10 Hrs**

Marketing Environment & Promotion Strategies  
Concept of Communication mix :  
Advertising  
Sales promotion  
Public relations  
Personal Selling  
Interactive Marketing

Direct Marketing  
**Unit 7 : Distribution** **05 Hrs**  
Channel Systems  
Channel Management

**Unit 8 : Product Decisions** **09 Hrs**  
Product mix / PLC  
New Product development  
Branding  
Packaging & Labelling

**Recommended Books:**

International Business : Texts & Cases by Francis Cherunilam

International Business by Justin Paul

International Business : The Challenge of Global Competition by Ball, McCulloch,  
Frantz, Geringer and Minor