

Code: BMS 301

Module: Introduction to Marketing

Sessions	Topics
1	Introduction to marketing – definition
2-3	Scope of marketing–core marketing concepts, Introduction to market communication(Online communication & Direct communication)
4	Environmental factors affecting marketing
5 – 6	Factors influencing consumer buying behavior, buying decision process
7 – 8	Marketing segmentation, basis of segmentation and market targeting
9 – 10	Position and differentiation, various tools of differentiation
11 – 12	Product decision and strategies
13	Product Mix, Product life cycle
14	From Product to Brand, Brand Positioning, Brand Identity and Equity, Packaging
15 – 16	Setting the Price, Pricing Strategies
17 – 18	Marketing through channel partners
19 – 20	Processes for effective communication: Advertising; Sales Promotion; Public Relations; Direct Marketing

Suggested Book List:

- Marketing Management – Philip Kotler
- Marketing Management – R. Saxena
- Marketing Management – Gandhi
- How to write a successful marketing plan. – Hiebing Roman.G
- Brand Positioning –Sengupta Subrato
- Promotion Management and marketing communication- -Shimp Terence.
- Brand Management: The Indian Context- Moorthi Y.R

Wikipedia

<http://en.wikipedia.org/wiki/marketingcommunication>

<http://en.wikipedia.org/wiki/integratedmarketingcommunication>

<http://en.wikipedia.org/wiki/marketingmaagement>