

Marketing Management

Course Contents Covered

1. Define Market & Marketing & Marketers
2. Marketing Concept from Business point of view
3. Difference b/w Selling & Marketing
4. Stages of Marketing Management
 - a. Production oriented stage
 - b. Sales oriented stage
 - c. Market oriented stage
5. Marketing Channel
6. Skimming price
7. Marketing Information System
8. Marketing Mix
9. Marketing Segmentation
10. Pricing
11. Costs
 - a. Marketing Costs
 - b. Presentation costs
 - c. Appraisal costs
 - d. Internal Failure Cost
 - e. External Failure Cost
12. Market share of a product.
13. Market Testing
14. Merchandise & Merchandiser
15. Market Analysis
16. Sales Analysis
17. Consumer Research
18. What is the effect of inflation on marketing phenomena?
19. What is planning & scope of planning in marketing?
20. Strategic Planning , goals and possible strategy for them.
21. Short term planning & strategic planning
22. Planning Levels
 - a. Strategic company planning
 - b. Strategic business planning
 - c. Strategic market planning
 - d. Annual marketing planning
23. Product/ Market expansion strategies
 - a. Market Penetration

- b. Market Development
 - c. Product Development
 - d. Who needs the product, in which area and which product should be developed.
24. Diversification & Marketing Mix.
25. Market Mix
- a. Product
 - b. Price
 - c. Promotion
 - d. Product Distribution
26. What is the difference b/w strategy & policy in dealing with marketing management system.
27. Market Information System
28. Market Information System vs Market Research
29. Product potential, product recall
30. Market information system
- a. Primary Data
 - i. Questionnaire/Survey method
 - ii. Personal Interview
 - iii. Telephone method
 - iv. Interview by mail
 - v. Advantages and disadvantages of above methods
 - vi. Typical errors in designing questionnaire
 - b. Secondary Data
 - i. Sources of secondary data
31. Trading Up & Trading down
32. Concept of product life cycle
- a. Introduction
 - b. Growth
 - c. Maturity
 - d. Decling
 - e. Position of Profit and sales volume during these stages.
 - f. By studying Product Life Cycle, what is the significant role marketing plays. (photo 42)
33. Oligoplay
34. Demographical Survey
35. Important Questions
- a. What effect might have “recession” on the product life cycle.
 - b. When the trading up & trading down are down by companies
36. Brands & Packaging.
- a. What is branding
 - b. Importance of Branding

- c. Characteristics of quality
- d. Characteristics of good brand
- e. Packaging
 - i. Purposes of Packaging
 - ii. How packaging increases/ reduces market cost.
 - iii. Trade mark licensing
 - iv. Re-using of packages, its demand and benefits.
 - v. Health Hazards
 - vi. Labelling
- f. Types of Brands
 - i. Brand Label
 - ii. Grade Label
 - iii. Descriptive label

37. Price

- a. Price vs value
- b. Importance of Pricing
- c. Main goals of pricing
- d. SWOT Analysis
- e. Contract Document
- f. Job specification
- g. Bid
- h. Kinds of pricing (Odd Pricing, Pricing in prevailing price, restage pricing, geographic price, Free on board pricing, C&F Cost of freight pricing, monopolistic pricing, Skimming pricing, penetrating pricing, Negotiated pricing)
- i. Basic method for setting up the price of product.()
- j. Different types of costs
 - i. Cost plus
 - ii. Fixed costs
 - iii. Total Fixed costs
 - iv. Average fixed costs
 - v. Variable costs
 - vi. Total Variable Cost
 - vii. Managerial Cost
- k. Price Fixing Strategies
 - i. Cost Oriented
 - ii. Demand Oriented
 - iii. Competitive Strategies/Competition oriented
- l. Questions
 - i. Two students played 5 dollar for an identical tooth paste. One of them did complaint for higher price. What do you think the reason may be?

- ii. What marketing condition might logically lead a company to set meeting competition to a pricing objective.
 - m. Conditions of market
- 38. Sales oriented goals & Status quo oriented goals
 - a. Details of both topics above
 - b. Price leaders
- 39. Price Discrimination
- 40. Discount & Allowances
 - a. Types of Allowance
 - i. Non-cumulative/ cumulative discount
 - ii. Quantity Discount
 - iii. Trade Discount
 - b. What are the main features manufacturers should be considering while disbursing discount.
 - c. Carefully distinguish b/w cumulative & non-cumulative quantity discount, which of these two types of quantity discounts has the greater economic & social justification.
- 41. International Marketing
 - a. What is an international marketing? Concept & application. Difference b/w national & international marketing.
 - b. Why we go to International marketing.
- 42. Equity, Joint venture, Broker, Brokage.
- 43. Horizontal Industrial market. Blanket branding (Example), Chain stores , FOD