

M. Com. Course (2019 Pattern) Semester: I

Group – H (Advanced Marketing)

Subject Title- Marketing Techniques

Course Code -: 117-I

Objectives of the course

1. To expose the students to various approaches to the study of marketing
2. To create awareness about environmental factors which are affecting marketing environment
3. To provide in-depth knowledge about marketing mix
4. To acquaint students with the importance of public relation in the field marketing
5. To help students understand stake-holders role in marketing mix

Depth of the program – Detailed Knowledge

Objective of the Program

- a. To equip and train Post Graduate students to accept the challenges in the field of marketing by providing opportunities to study and analyze advanced marketing techniques.
- b. To develop students' independent logical thinking and facilitate personality development.
- c. To prepare the students for seeking suitable careers in the field of marketing.
- d. To impart the knowledge about how to collect the data and interpret it.
- e. To develop among students Communication and Analytical skills

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	Marketing Introduction & Marketing Environment	<p>Marketing : Meaning ,Definition,Elements, Objectives, Importance, Advantages and limitations, Evolution and Scope Approaches to the study of Marketing Marketing Environment: Meaning and Definition, Internal and external Environmental factors influencing the marketing environment</p>	To impart the students about Marketing & marketing environment
02	Product Mix and Price Mix	<p>Marketing Mix : Meaning, Definition,Elements, Product Mix: Concept of Product, Product Lines, Product line length, depth, width. Product Mix Width. Product Simplification diversification and elimination Product Management: New product development and Product Life Cycle Brand Management: concept definition and history ofbrand/branding Brand Creation, Rebranding, Brand Positioning, Brand Equity Brand Contract, Brand Factory Labelling: Meaning and importance Price Mix: Price—Meaning, Definition and Elements of price mix. Need, importance and objectives of pricing. Factors influencing pricing. Various Pricing Strategies.</p>	To impart to the students about Product mix and place mix techniques.
03	Place Mix and Promotion Mix	<p>Place – Types of Distribution Channels , Advantages & Limitations, factors affecting selection of channel. Promotion Mix : Meaning, Elements of Promotion Mix,</p>	To impart to the students about place mix and promotion mix technique

		<p>Advertising – Concept, Classification, functions, benefits of advertising, Economic, Social & ethical issues, evaluating advertising effectiveness, Recent trends in advertising,</p> <p>Personal Selling – concept and importance, theories of selling, process of personal selling. Selling Methods, Limitations of personal selling.</p> <p>Publicity: Meaning, difference between advertising and publicity</p> <p>Sales Promotion: Meaning, Objectives and importance. Tools or techniques, Evaluation of sales promotion.</p>	
04	<p>Public Relations, People Process and Physical Evidence</p>	<p>Public Relations— Concept, History, Tools of public relations, Role of Public Relation Officer</p> <p>E- Marketing Promotion – E mails, different types of Web advertising, blog spots, Online Sponsorships. Social Media Marketing,</p> <p>People, Process and Physical Evidence -- People as a part of Marketing Mix, customer interaction, customer service Process as part of the Marketing Mix, Physical evidence/ Packaging</p>	<p>To impart the students to develop public relation skill in marketing</p>
