

# MARKETING MANAGEMENT



# Modules

- Marketing Management and marketing Environment
- Understanding Competition and Strategic Marketing
- Product
- Price

# Marketing Management & Marketing Environment

- Marketing management : Definition, need and importance of marketing management
- Functions of Marketing Management
- Micro and Macro Environment with specific reference to India
- Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle class
- International marketing environment

# Understanding Competition and Strategic Marketing

- Marketing strategy : Definition and Features
- Steps in strategic marketing planning process
- SWOT Analysis
- Michael Porter's Five Forces Model
- Analyzing competition

# Product

- Definition, Product Levels – Customer Value Hierarchy
- Product Classification : Based on durability and tangibility, consumer goods classification and industrial goods classification
- Product Life Cycle : Stages and features of each stage
- Product Positioning : Meaning and Importance
- Steps in Product Positioning

# Pricing

- Meaning and objective of Pricing
- Factors affecting pricing decisions
- Methods of pricing : Mark-up pricing, Target-return Pricing, Perceived-value Pricing, Value Pricing, Going-Rate Pricing and Auction Pricing
- Steps in Pricing



**Thank  
You!**