

MS-6 : MARKETING FOR MANAGERS

BLOCK	UNIT NOs.	UNIT TITLE	AUDIO TAPE	VIDEO TAPE
I		MARKETING AND ITS APPLICATIONS		
	1	Introduction to Marketing	Introduction to the Course	- Marketing Approach - Marketing of Services - Marketing and Public Policy
	2	Marketing in a Developing Economy		
	3	Marketing of Services		
II		MARKETING PLANNING AND ORGANISATION		
	4	Planning Marketing Mix		- Marketing in Action
	5	Market Segmentation		
	6	Marketing Organisations		- Marketing Management and Planning
	7	Marketing Research and its Applications		
III		UNDERSTANDING CONSUMERS		
	8	Determinants of Consumer Behaviour		Indian Consumer and Marketing Environment
	9	Models of Consumer Behaviour		
	10	Indian Consumer Environment		
IV		PRODUCT MANAGEMENT		
	11	Product Decisions and Strategies		ITDC-A Case Study
	12	Product Life Cycle and New Product Development		
	13	Branding and Packaging Decisions		
V		PRICING AND PROMOTION STRATEGY		
	14	Pricing Policies and Practices		Marketing Strategy - A Case Study of Moulded Luggage Industry
	15	Marketing Communications		
	16	Advertising and Publicity		
	17	Personal Selling and Sales Promotion		
VI		DISTRIBUTION AND PUBLIC POLICY		
	18	Sales Forecasting		Effective Selling
	19	Distribution Strategy		
	20	Managing Sales Personnel		
	21	Marketing and Public Policy		
	22	Cyber Marketing		