

Subject Code: 1MS1010505

Subject Title: Advanced Marketing Management -I

- 1. Course Objectives:** We the help of this subject student will learn to use basic business application theories while acquiring the skills necessary to be in charge of teams. Advance marketing management is a subject which provides knowledge to graduates who bring contemporary marketing activities. It also helps them to prevail in a dynamic worldwide economy.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)				
				Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	70	30	-	-	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Product Plan Concept of Product, What is Product?, Importance of Product Analysis, Product Life Cycle, Product Innovation and Marketing Strategies, New Product Strategy Development, Cause for Failure of New Product in the market, Positioning the Product in the Market.	12	25%
2	Distribution Channel Channel of Distribution, Objective, Pattern of Distribution, Types of Wholesalers and Retailers, Function of Wholesalers and Retailers, Physical Distribution and its Importance.	12	25%
3	Seals Promotion and Adverting Seals Promotion Promotion, Meaning and Objective of Seals Promotion, Types of Seals Promotion, Consumer and Dealers Seals Promotion, Seals Promotion for Launching New Product and Increase Trial. Adverting Five M's of Advertisement, Media Selection, Advertising Appeal	12	25%
4	Pricing Policy Concept of Price, Meaning and Objective of Pricing Decision, Price Determination Process. Pricing Policies, Discount and Allowances	12	25%

1. Suggested Readings

Books:

1. Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd, New Delhi.
2. Philip Kotler: Marketing Management, Pearson prentice Hall, New Delhi
3. Prof.S.A.Sherlekar and R. Krishnamoorthy, Fundamentals of Marketing Management, , Himalaya Publication house, Mumbai.
4. S.A. Sherlekar: Marketing Management, Himalaya Publication house, Mumbai.
5. Saxena Rajan, Marketing Management, Publisher: Tata McGraw-Hill