



G.I.H.S. Mahavidyalaya

(Affiliated to Lucknow University, Lucknow)

Goel Campus: Faizabad Road, Near Indira Canal, Lucknow-226028, Ph: 9044068697/98 , 9793445559

Website: www.goel.edu.in, E mail: gihsmv@gmail.com

Ref. No.

Date: 07/05/2018

Syllabus

Fundamentals of Marketing

Unit I : Meaning and concepts of Marketing, Market Segmentation , bases for segmentation , Selection of Target Market and Positioning, Product mix and Product Life Cycle, Marketing Mix, Marketing Environment in India.

Unit II: Services Marketing- Meaning and Concept, 7 Ps of Marketing, Product, Product line, Personality, Role and importance of Marketing research.

Unit III: Pricing - Factors affecting pricing, methods of pricing, distribution channels, types of intermediaries, Negotiation skills, Analysis of sales data.

Unit IV: Promotion-Elements of promotion mix, advertising, sales promotion techniques,difference between advertising and personal selling, direct marketing, Branding.

References:

1. Principles of Marketing- Philip Kotler
2. Marketing Management- RajanSaxena
3. Marketing Management- Ramaswamy&Namakumari


Principal
Goel Institute of Higher Studies
Lucknow