TOPICS
Marketing Management
Marketing Research
Marketing Planning and Strategies
Morketing Types
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Due dood Management
Product Management
Pricing Decisions
Distribution Ctratem.
Distribution Strategy
Promotion Mix and Sales
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Brand Management
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Consumer Behavior
Consumer Benavior
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Services/Digital Marketing
Advanced Marketing Techniques

Miscellaneous Topics	
Marketing Awareness	
marketing Awareness	

SUBTOPICS
Introduction to Marketing
Need, Want and Demand
Nature and Scope of Marketing
Marketing/Business Environment
Organizational Structure
Maslow Hierarchy of Need
Marketing Mix (4Ps, 7Ps, etc.)
Holistic Marketing
Marketing competitiveness
Sales Vs Marketing
Evolution of Marketing
Evolution of ividing
Modulating Deceases
Marketing Research
Research Methods
Market Segmentation
Target Market
Positioning
Demand & Supply
Law of Demand
Demand Forecasting
Types and Methods of Demand Forecasting
Measurement and Scaling Techniques
Fundamentals of Sampling
Data Analysis
Research Reports
Management Processes in Marketing
Types of Marketing Plan
Competitive Marketing Strategies
BCG Matrix
Control Mechanisms in Marketing
Strategic planning
Strategic Business Unit
Promotional Strategy
Advertisement strategies
Environmental Analysis- SWOT , PEST
Marketing Implemantation
Marketing of Services
International Marketing

Rural Marketing
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Bank Marketing
Insurance Marketing
Marketing Information System (MkIS)
Industrial Marketing
Business Sectors
Introduction to Product Life Cycle
Introduction to Product
Branding, Packaging, Labeling, Standardization & Grading
Distribution channels
Levels of a product
Product mix
Diffusion of Innovation
BCG matrix and its applications
Product planning
New Product Development Process
Product Testing
Product Placement & Commercialization
Product Vertical Integration
Price and its Determinants
Objectives of Pricing Decisions
Factors Affecting Pricing Decisions
Pricing Policies
Pricing Methods and Strategies
Cost Analysis
Revenue Analysis
Meaning, Need for and Importance of Distribution Channel
Factors Influencing Channel Decisions
Types of Channels- Direct Channel, Indirect Channel
Functions of Channel
Logistic Management
Retailing and Wholesaling
Retailing and wholesaling
Promotion mix and its components
Advertising
Sales Promotion
Personal selling
Direct marketing
Public Relations and publicity
Online marketing

Advertising in Iternational Market Marketing Communication Budget Introduction to brands and brand management Types of Brand Brand Sponsorship Umbrella Branding Brand Name Brand element and brand association Brand equity Brand Portfolio Brand positioning Brand hierarchies	Integrated promotion mix
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Strategies for Services Marketing	
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Global marketing
Strategic Marketing Process
Value chain
Value creation
Nature & scope of rural markets
Cooperative's Marketing
Channels of distribution in rural India
Inbound and Outbound Marketing
Reverse marketing, up-selling, down-selling and cross- selling techniques
CSR
Social Responsibility
Ehical Marketing
Consumer Protection in India
Wholesale and Retail Trade
NPV theory
HERZBERG Theory
Strategic Alliance marketing
Green marketing
E-commerce
E-marketing
E-Retailing
Relationship marketing
Mobile marketing
5 C Analysis
Types of Organizational Charts
Porter's Five Forces Model
Leadership
Motivation
Foreign Market Entry Strategies
Foreign Direct Investment (FDI)
Popular brands
Popular acquisitions
Companies and their CEO's
Brand ambassadors of brands
Popular brand campaigns
Latest products and applications of banks