









**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

Marketing Research

Research Methods

Market Segmentation

Target Market

Positioning

Demand &amp; 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 Implementation

Marketing of Services

International Marketing

Rural Marketing
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
Promotion mix and its components
Advertising
Sales Promotion
Personal selling
Direct marketing
Public Relations and publicity
Online marketing

Integrated promotion mix
Advertising in International 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
Branding & IMC
Determinants of consumer behaviour
Types of buying decisions
Stages of the buying process
Importance of consumer behaviour study
Consumer personality
Buying influences
Consumer Market
Diffrence b/w Customer, Consumer and Client
Models of buying behaviour
Post-purchase behaviour
Data collection techniques
Sources of secondary data for marketing decisions
Buyer-supplier relationship
Customer value
Business Buying Behaviour
Business Buying Models
Customer relationship management (CRM)
Internet marketing
Social Media Optimization (SMO)
Social Media Marketing (SMM)
Search Engine Optimization (SEO)
The distinction between goods and services
Marketing mix for services
Types of services
Strategies for Services Marketing

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
Ethical 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