

Unit - I : Strategies Decision : Marketing Environment Analysis, Strategies Decision Making - Approaches, Analysis & Choice, Market Segmentation and Selection.

Unit - IV : Types of Marketing : Social Marketing, Service Marketing, International Marketing, Rural Marketing, Mass Marketing, Relationship Marketing, e-marketing.

Suggested Readings

1. Philip Kotter, Marketing Management: Analysis, Planning and Control (Prentice Hall of India, New Delhi).
2. Madhab Kacker (ed); Marketing & Economic Development, Deep & Deep Publications, New Delhi.
3. Philip Kotter, Principles of Marketing, Prentice Hall of India Pvt. Ltd., New Delhi.
4. R.S. Davar, Modern Marketing Management, (Progressive Corporation Pvt. Ltd., Bombay).