



MODERN MARKETING MANAGEMENT

DBM-507

COURSE DESIGN, PREPARATION AND REVIEW TEAM

Prof. T.K. Jain Dr. Ankur Jain,

Director, Director,

CDOE SGVU Jaipur CIQA, SGVU Jaipur

Prof. P.K. Sharama Dr. Yogesh Kumar Sharma,

Rtd. Professor Professor,

VMOU Kota ISBM, SGVU Jaipur

Dr. Ajay Vardhan

Regional Director

IGNOU Aligarh(UP)

Dr. Kriti Shrivastav

Assistant Professor

CIQA SGVU Jaipur

Dr. Richa Sharma, Assistant * Dr. Amit Sharma Associate Professor

SGVU Jaipur CDOE SGVU Jaipur

Dr. Ranjan Upadhyaya, Professor,
Department of Management Studies,
Vivekananda Global University, Jaipur

Dr. Manish Dwivedi,
Associate Professor,
CDOE, SGVU Jaipur

Dr. Vijay Sharma, HOD, Centre for Rural Ms. Kriti Sanadhya, Empowerment and Development, Assistant Professor,

Government Engineering College, Bikaner School of Law, SGVU Jaipur

Dr. Vishal Goar Dr. Lata Suresh,

Dean Research

Director, Indian Institute of Corporate

Bikaner Technical University, Bikaner .

Affairs, (Ministry of Corporate Affairs)

Gurugram

Program CoordinatorCourse Coordinator and editorDr. Swati Mishra*,Dr. Deep Kumar Mathur,Associate ProfessorAssociate Professor,CDOE, SGVU JaipurCDOE, SGVU, Jaipur

Acknowledgement : The persons marked with (*) are the authors

PRINT PRODUCTION

Mahendra Sharma Assistant Registrar SGVU Jaipur

Published in: November, 2024

ISBN (Awaited)

©SGVU. All rights reserved. No part of this work may be reproduced in any form, by mimeograph or any other means, without permission in writing from the SGVU.

Published by:

S. B. Prakashan Pvt. Ltd.

WZ-6, Lajwanti Garden, New Delhi: 110046 Tel.: (011) 28520627 | Ph.: 9625993408

Email: info@sbprakashan.com | Web.: www.sbprakashan.com

BLOCK 1	1	
Introduction to Marketing	1	
BLOCK 2	0.5	
Market Segmentation	95	
BLOCK 3	100	
Marketing Research	188	
BLOCK 4	204	
Product Decision	294	
BLOCK 5	200	
Pricing Decision and Strategies	388	

Learning Map

Course Credit- 4

Content	Course Credit	Page No
BLOCK 1 Introduction to Marketing	0.8	1
Unit 1: INTRODUCTION TO MARKETING.		2
Unit 2: THE MARKETING PROCESS		40
Unit 3: UNDERSTANDING THE MARKETING ENVIRONMENT		73
BLOCK 2 Market Segmentation	0.8	95
Unit 4: INTRODUCTION TO MARKET SEGMENTATION -		96
Unit 5: BASES FOR SEGMENTATION, SEGMENTING BUSINESS MAR	RKETS	123
Unit 6: PREVIEW CASE - BUYER BEHAVIOUR MODEL, BUYING CHAINFLUENCING CONSUMER BEHAVIOUR	RACTERISTICS	159
BLOCK 3 Marketing Research	0.8	188
Unit 7: MARKETING RESEARCH		189
Unit 8: THE ROLE OF MARKETING PLANNING		232
Unit 9: DEMAND MEASUREMENT AND SALES FORECASTING.		263
BLOCK 4 Product Decision	0.8	294
Unit 10: PRODUCT DECISIONS		295
Unit 11: PRODUCT DIFFERENTIATION, EXAMPLES OF BRAND POSITIONING		336
Unit 12: CASE STUDY - THE CONCEPT OF PRODUCT LIFE CYCLE (PL	C)	365
BLOCK 5 Pricing Decision and Strategies	0.8	388
Unit 13: PRICING DECISION AND STRATEGIES, IMPORTANCE OF PR	RICING	389
Unit 14: FACTORS INFLUENCING AND PRICING DECISIONS		419
Unit 15: PRICING STRATEGIES AND STEPS IN PRICING PROCEDURE		446

Prinr	Learning
1 1 101	LCai ming

The Learner should have fundamental understanding of Business management