**CII – IL FUNCTIONAL EXCELLENCE COURSE COMPONENTS**

**EM-17: MARKETING MANAGEMENT**

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| **BLOCK** | **UNIT NOs** | **UNIT TITLE** |  |
| **I** |  | **MARKETING AND ITS APPLICATIONS** |  |
|  | 1 | Introduction to Marketing |
|  | 2 | Marketing in a Developing Economy |
|  | 3 | Marketing of Services |
| **II** |  | **MARKETING PLANNING AND ORGANIZATION** |  |
|  | 4 | Planning Marketing Mix |
|  | 5 | Market Segmentation |
|  | 6 | Marketing Organizations |
|  | 7 | Marketing Research and its Applications |
| **III** |  | **UNDERSTANDING CONSUMERS** |  |
|  | 8 | Determinants of Consumer Behavior |
|  | 9 | Models of Consumer Behavior |
|  | 10 | Indian Consumer Environment |
| **IV** |  | **PRODUCT MANAGEMENT** |  |
|  | 11 | Product Decisions and Strategies |
|  | 12 | Product Life Cycle and New Product Development |
|  | 13 | Branding and Packaging Decisions |
|  | 14 | Pricing Policies and Practices |  |