

SHRI LAL BHADUR SHASTRI DEGREE COLLEGE, GONDA

CERTIFICATE COURSE DEPARTMENT OF COMMERCE

MARKETING PRINCIPLES & OPERATIONS

(60 Hours)

Course Layout

1. **Marketing Concept**
 - a. The production concept
 - b. The selling concept
 - c. The marketing concept
 - d. Relationship marketing
 - e. The societal marketing concept
 - f. Holistic marketing approach

2. **Marketing Environment**
 - a. Environment analysis
 - b. The micro and macro environment

3. **Marketing Mix**
 - a. Product (customer benefit)
 - b. Promotion (marketing communications)
 - c. Distribution (Customer convenience)
 - d. Price (customer cost)

4. **Marketing Information System**
 - a. Introduction
 - b. MIS – Marketing Information System
 - c. Computer networks and internet

5. **Buyer Behavior**
 - a. Definition of consumer behavior
 - b. Personality and self-concept

6. **Segmentation & Targeting**

7. **Branding & Packaging**
 - Introduction
 - Brand Identity

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- Brand Image
- Brand Equity
- Brand Loyalty
- Branding strategies
- Product branding strategy factors influencing branding strategies
- Packing consideration

8. Positioning & Differentiation

- Introduction
- Positioning
- Concept of USP & UVP
- Differentiation

9. Product Life Cycle Strategies

- Introduction
- Marketing strategies
- New product development

10. Integrated Marketing Communication

- Marketing communication
- Promotion
- Elements of the communication process
- Integrated marketing communications

11. Management of Logistic & Physical Distribution

- Physical distribution
- Order processing
- Managing inventory
- Outsourcing physical distribution

12. International Marketing

- Problems
- Standardization

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