

B.Tech IV Year I Semester

JNTUA COLLEGE OF ENGINEERING (AUTONOMOUS) PULIVENDULA

19AME76f- PRODUCT MARKETING

(Professional Elective-IV)

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Course Objectives: The objectives of the course are to make the students learn about

- Introduce the basic concepts of Product marketing.
- Familiarize with market information systems and research.
- Understand the nature and importance of industrial market.
- Discuss the major stages in new product development.
- Identify the factors affecting pricing decisions.

UNIT – I: Introduction

12 Hrs

Historical development of marketing management, Definition of Marketing, Core marketing concepts, Marketing Management philosophies, Micro and Macro Environment, Characteristics affecting Consumer behavior, Types of buying decisions, buying decision process, Classification of consumer products, Market Segmentation Concept of Marketing Myopia. Importance of marketing in the Indian Socio economic system.

Learning Outcomes:

At the end of this unit, the student will be able to

- Define Marketing L1
- Discuss marketing philosophies L2
- Sketch the buying decision process L3
- Understand the importance of marketing in the Indian socio economic system L2

UNIT – II: Marketing of Industrial Products

10 Hrs

Components of marketing information system–benefits & uses marketing research system, marketing research procedure, Demand Estimation research, Test marketing, Segmentation Research - Cluster analysis, Discriminate analysis. Sales forecasting: objective and subjective methods. Nature and importance of the Industrial market, classification of industrial products, participants in the industrial buying process, major factors influencing industrial buying behavior, characteristics of industrial market demand. Determinants of industrial market demand Buying power of Industrial users, buying motives of Industrials users, the industrial buying process, buying patterns of industrial users.

Learning Outcomes:

At the end of this unit, the student will be able to

- Identify the components of marketing information system L2
- List the advantages and uses of marketing research system L2
- Demonstrate sales forecasting L3
- Explain the major factors influencing industrial buying behavior L2

UNIT – III: Product Management and Branding

10 Hrs

The concept of a product, features of a product, classification of products, product policies – product planning and development, product line, product mix – factors influencing change in product mix, product mix strategies, meaning of “New – product; major stages in new – product development product life cycle. Branding: Reasons for branding, functions of branding features of types of brands, kinds of brand name.

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Learning Outcomes:

At the end of this unit, the student will be able to

- Identify the factors influencing change in product mix L2
- Sketch various stages in product life cycle L2
- Recall the features of a product and product policies L1
- Demonstrate on features, functions and reasons of branding L3

UNIT – IV: Pricing and Packaging**8 Hrs**

Importance of Price, pricing objectives, factors affecting pricing decisions, procedure for price determination, kinds of pricing, pricing strategies and decisions Labeling: Types, functions advantages and disadvantages, Packaging: Meaning, growth of packaging, function of packaging, kinds of packaging.

Learning Outcomes:

At the end of this unit, the student will be able to

- List the factors affecting pricing decisions L1
- Explain the procedure for price determination L2
- Employ Pricing strategies and decisions L3
- Understand the functions of labeling and packaging L2

UNIT – V: Product Promotion**8 Hrs**

Importance of Price, pricing objectives, factors affecting pricing decisions, procedure for price determination, kinds of pricing, pricing strategies and decisions. Advertising and sales promotion: Objectives of advertisement function of advertising, classification of advertisement copy, advertisement media – kinds of media, advantages of advertising. Objectives of sales promotion, advantages sales promotion. Personal Selling: Objectives of personal selling, qualities of good salesman, types of salesman, major steps in effective selling.

Learning Outcomes:

At the end of this unit, the student will be able to

- Discuss the procedures for price determination L2
- Explain the objectives of advertisement function of advertising L2
- List the advantages and disadvantages of advertising. L1
- Describe the major steps in effecting selling L2

Text Books:

1. Philip Kotler, Principles of Marketing, Prentice – Hall.
2. Philip Kotler, Marketing Management, Prentice – Hall.

Reference Books:

1. Wiliam J Stanton, Fundamentals of Marketing, McGraw Hill.
2. R.S.N. Pillai and Mrs.Bagavathi, Marketing, S. Chand & Co. Ltd .
3. Rajagopal, Marketing Management Text & Cases, Vikas Publishing House.

Course Outcomes:

At the end of this Course the student will be able to

- Understand basic marketing management concepts and their relevance to business development L2
- Prepare a questionnaire for market research L5
- Design marketing research plan for business organizations L5
- Optimize marketing mix to get competitive advantage L4