

## **Syllabus: Marketing Skills**

### **Course Content**

- Introduction to Marketing, Marketing Environment, Marketing Segmentation, Targeting & Positioning, Fundamentals of Marketing Mix, Consumer Behaviour.
- Meaning & Importance of Product. Classification of Product. Product Life Cycle – Concept & Stages. Role of Packaging & Labelling.
- Meaning and Importance of Price. Factors Affecting Pricing. Types of Pricing.
- Meaning & Importance of Place. Types of Distribution. Factors affecting the choice of Channels of Distribution. Functions of intermediaries.
- Service Marketing. Online Marketing. Social Media Marketing.

### **References:**

1. Influence: The Psychology of Persuasion by Robert B. Cialdini
2. Contagious: How to Build Word of Mouth in the Digital Age by Jonah Berger
3. Building a Story Brand: Clarify Your Message So Customers Will Listen by Donald Miller
4. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success by Sean Ellis and Morgan Brown

