

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: M.Sc (Surface Coating Technology)**  
**Semester: IV**  
**Syllabus with Effect from: June - 2010**

<b>Paper Code: PS04ESCT01</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Marketing Management</b>	

Unit	Description in detail	Weightage (%)
	Basic concepts of marketing, Product, Price, Promotion and Distribution Functions of Marketing Management Building customer satisfaction, strategic planning, marketing planning, MIS and marketing research, consumer behavior, marketing mix, business and competition analysis Brand Management, Sales Promotion and Public Relations Product Planning and Development, Product Life Cycle Performance Evaluation of Marketing Programmes, global marketing, Rural Marketing, Industrial Marketing Distributor Network: Importance & Management Export Management – Importance, Promotion, Procedure and Problems Demand forecasting: Long and short term demand forecasting methods. Regression Analysis and smoothing methods; Estimation of trend, cycle, seasonality components; Analysis of forecast error and computer control of forecasting systems	100%

**Basic Text & Reference Books:-**

- Marketing Management by Philip Kotler.
- Industrial Engineering & Management by : O.P.Khanna.
- Marketing Management : Rajan Nair, J.C. Gandhi.
- Managerial Economics by Peterson & Lewis

