Syllabus: Officer (International Business)

- Marketing environment and Environment scanning; Marketing Information Systems and Marketing research; Understanding consumer and industrial markets; Demand Measurement and forecasting; Market Segmentation-. Targeting and Positioning: Product decisions, Product mix,

- Product Life Cycle; New product development; Branding and Packaging; Pricing methods and strategies.

- Promotion decisions-Promotion mix; Advertising; Personal selling; Channel management; Vertical marketing systems; Evaluation and control of marketing effort; Marketing of services; Customer relation management;

- Uses of internet as a marketing medium-other related issues like branding. market development, Advertising and retailing on the net.

- New issues in Marketing-Concept; Nature and Scope; Marketing myopia; Marketing mix; Different environments and their influences on marketing; Understanding the customer and competition.

- Role and Relevance of Segmentation and Positioning; Static and Dynamic understanding of BCG Matrix and Product Life Cycle; Brands-Meaning and Role; Brand building strategies

- Pricing objectives; Pricing concepts; Pricing methods .Product- Basic and Augmented stages in New Product Developments Test marketing concepts

- Promotion mix-Role and Relevance of advertising Sales promotion-media planning and management Advertising-Planning. execution and evaluation Different tools. used in sales promotion and their specific advantages and limitations Public Relations-Concept and Relevance. Distribution channel hierarchy; Role of each member in
the channel; Analysis of business potential and evaluation of performance of the channel members

- Wholesaling and Retailing-Different types and the strengths of each one; Emerging issues in different kinds of retailing in India

- Marketing research-sources of information; Data collection; Basic tools used in data analysis; Structuring a research report

- Marketing to organisations-Segementation models; Buyer behaviour models; Organisational. buying process

- Consumer Behaviour theories and models and their specific relevance to marketing managers

- Sales Function-Role of technology in automation of sales function Customer relationship, Use of internet as a medium of marketing; Managerial issues in reaching consumers/ organisation through internet