

Marketing and Salesmanship

3 Credits

Unit-I

Introduction to market and Marketing-Meaning and Definition of Market, Classification of Markets.

Marketing Concepts-Tradition and Modern, Importance of Marketing, Functions of Marketing.

Unit-II

Market Segmentation- Meaning and Definition of Market Segmentation, Importance, Limitations and Bases for Segmentation.

Marketing Mix- Meaning and Definition of Market Mix, Importance of Market Mix, Elements of Marketing Mix-Product, Price, Promotion and Place.

Unit-III

Salesmanship-Meaning and Definition of Salesmanship, Features, Scope and Utility of Salesmanship, Elements of Salesmanship.

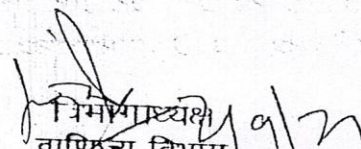
Selling Process- Stages of Selling Process and Approaches

Unit-IV

Personal Selling-Meaning and Definition: Selling as a Career, Classification of Successful Salesperson, Functions of Salesperson, Qualities of Salesperson

References:

1. Cundiff, Still and Govani : Basic Marketing. Concept, Decisions and Strategies
2. Philip Kotler : Marketing Management
3. Philip Kotler : Principles of Marketing
4. Ramaswami and Nama Kumari : Marketing Management
5. S.C. Jain : Viparan Prabandh
6. Ajit Kumar Shukla : Marketing Management
7. Ajit Kumar Shukla : Viparan Prabandh
8. Ajit Kumar Shukla : Services Marketing
9. Tapan K. Panda : Sales and Distribution Management
10. P.K. Sahu & K.C. Raut : Salesmanship and Sales Management


T. K. S. Raut
29/12