

Entrepreneurial Sales and Marketing

Unit-I – Basic process of Sales, Marketing and marketing management, Functions and roles of Sales and Marketing.

Unit-II – Qualities of Salesman, Training, Motivation and Remuneration of Sales man, 4 P's of Marketing.

Unit-III – Consumer Behaviour, Consumer and Customer, Application of Consumer Behaviour in Marketing, Consumer Decision- Making Process, Buying Motive.

Unit-IV – Marketing Research - Importance, Applications, Process and Techniques.

Unit-V – Marketing Segmentation, Target Marketing and Product Positioning, Testing and Positioning Strategies.

Books:-

1. Kotler Philip, Armstrong Gray, Agnihotri Prafulla, Principles of marketing by Pearson India.
2. Kothari, Rakesh; Mehta Anil; Sharma- Marketing management, RBD Publishing House India.