

**Swami Rama Himalayan University,  
Swami Ram Nagar, Jolly Grant, Dehradun-248016**

**Subject Code: PHDMG113**

**Subject Name: Advances in Marketing Management**

**100 Marks**

**TIME: 3 HRS**

**UNIT-I**

Orientation of modern marketing and analyzing market opportunities  
Marketing tasks, approaches to modern marketing,

**UNIT-II**

Marketing environment and environment scanning, analyzing market environment.  
Role of marketing in corporate sector in recent era – 4Ps & beyond, marketing challenges,  
Rural marketing and its role in economic development.

**UNIT-III**

Strategic Marketing - Marketing Research - Market Segmentation, Targeting, Differentiation and Positioning- Service Marketing- Promotion Mix- Sales Management-Brand Management- Mega Marketing-Emerging Trends and Issues in Marketing

**UNIT-IV**

Global Marketing – Rationale, India and World trade, Foreign Trade policy in Indian context,  
Constraints in Global marketing, Destination wise and Commodity Wise

**UNIT-V**

Marketing Issues and Relevance in 21st century business Enterprises  
Competing through e-Marketing – Components of e-marketing, Impact of e-Marketing on marketing Strategy. Digital marketing

**RECOMMENDED BOOKS**

1. Kotler, Keller, Koshi and Jha (2009). *Marketing Management*, 13<sup>th</sup> ed. Pearson Education
2. Rajan Saxena (2010). *Marketing Management*, 4<sup>th</sup> ed. Tata McGraw Hill – New Delhi
3. Kotler & Armstrong (2013). *Principles of Marketing*, Pearson Education – New Delhi
4. Solomon (2011). *Marketing Real People Real Choices*, Pearson Education – New Delhi
5. Bose, B.S. (2010). *Marketing Management*, Himalayan Publishing House – Mumbai
6. Arun Kumar, N Meenakshi (2006). *Marketing Management*, 1<sup>st</sup> ed. Vikas Publishing House – New Delhi
7. Ramaswamy and Namkumari (2009). *A Text Book of Marketing Management*, Macmillan – New Delhi