



## ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

### SKILL COURSE

w.e.f. AY 2023-24

### SEMESTER-II

## MARKETING SKILLS

Credits: 2

2 hrs/week

### Course Objective:

This course will help the students to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and able to have operational skills of various marketing activities.

### Learning Outcomes:

The learner is able to:

1. Formulate a *marketing* plan that will meet the needs or goals of a business or organization and Conduct *market research* to provide information needed to make *marketing* decisions.
2. Understand different strategies for effective design of Marketing Mix;
3. Know the Sales Skills including effective personal selling skills;

### Unit I: Introduction to Marketing:

(10 Hrs)

Core Marketing Concepts – Company Orientation towards the Marketplace – The Holistic Marketing Concept - Marketing Management Tasks; Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions – Marketing Research and Information; Market Segmentation, Targeting and Positioning Strategies - Determinants of Consumer Behaviour;

### Unit II: Marketing Mix:

(12 Hrs)

Elements of Marketing Mix - Product, Price, Promotion and Place, 7P's of Service Marketing Mix; **Product:** Classification of Products - Product Life Cycle - New Product Development – Branding Decisions; **Price:** Pricing Strategies: Understanding Pricing – Steps in setting the Price - Price Adapting Policies, and Initiating and Responding to Price Changes: **Promotion:** Marketing Communications, Promotion Mix Elements: Advertising, Sales Promotion, Personal Selling, Events and Experiences, Public Relations and Publicity, Online and Social Media Marketing; **Place:** Marketing Channels: Channel Functions and Flows, Channel Management Decisions.

### Unit III:

#### Nature and Role of Selling:

(8Hrs)

Importance of Selling, Nature and Role of Selling: Importance of Selling – Role in the Context of Organization; Attributes of a Good Salesperson: Personality and Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge-product, Competition, Organization, Market, Customer, Territory; Communication Skills, Persuasive Skills. Personal Selling Skills: The opening – Need and problem identification–the Presentation and Demonstration – Dealing with Objections – Negotiations – Closing the Sale -follow up.

#### Curricular Activities:

1. Analyze different needs and wants of consumers in your locality or region
2. Prepare the prevalent marketing environment in your locality or region.
3. Identify Product Life Cycle stages of few Products like consumer durables (ex., Electronic goods, Computers, etc.).
4. Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies.
5. Conduct Market Research for the need of new products in your region.

#### References

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, *Marketing Management -A South Asian Perspective*, Pearson Education.
2. Agarwal, P.K., *Marketing Management – An Indian perspective*, PragatiPrakasham
3. Kazmi SHH, *Marketing Management Text and Cases*, Excel.
4. Philip Kotler and Armstrong.G., *MARKETING*, Prentice Hall of India, 12th Edition.
5. Core Selling Skills: Because Selling Is All About People Paperback – 1 January 2015 by Les Giblin (Author)
6. Ramaswamy V.S. & Nama Kumari, S., *Marketing Management – Planning and Control*, Macmillan.

#### E- Learning Reference:

1. [https://www.udemy.com/course/the-new-manager-managing-people-teams-processes/?utm\\_source=adwords&utm\\_medium=udemyads&utm\\_campaign=Leadership\\_v.NONP\\_la.EN\\_cc.INDIA&utm\\_term=.\\_ag\\_136108019508\\_.ad\\_606494316205\\_.de\\_c\\_.dm\\_.pl\\_.ti\\_kwd-295074359507\\_.li\\_9302139\\_.pd\\_.&utm\\_term=.\\_pd\\_.kw\\_business+management+and+leadership\\_.&matchtype=b&gclid=CjwKCAjww7KmBhAyEiwA5-PUSp4Q\\_OUYVm29rgKdiM\\_Oc2hfjgLJIb6F2pxFukILjqtD-JDI8-kEYxoC6W4QAvD\\_BwE](https://www.udemy.com/course/the-new-manager-managing-people-teams-processes/?utm_source=adwords&utm_medium=udemyads&utm_campaign=Leadership_v.NONP_la.EN_cc.INDIA&utm_term=._ag_136108019508_.ad_606494316205_.de_c_.dm_.pl_.ti_kwd-295074359507_.li_9302139_.pd_.&utm_term=._pd_.kw_business+management+and+leadership_.&matchtype=b&gclid=CjwKCAjww7KmBhAyEiwA5-PUSp4Q_OUYVm29rgKdiM_Oc2hfjgLJIb6F2pxFukILjqtD-JDI8-kEYxoC6W4QAvD_BwE)