

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.

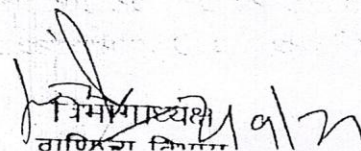
Selling Process- Stages of Selling Process and Approaches

Unit-IV

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

References:

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|------------------------------|--|
| 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 |


19/11/21