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Selling Skills The opening - No.

ANDHRA KESARI UNIVERSITY



SKILL COURSE condition completes of glandings Oceanization, Market Customer Lerry

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Department - Danting with Objection II-SEMESTER-II with Objection units from the first owner.

MARKETING SKILLS

Credits: 2 grazioni sa zinavi bisa ebespa sugrediti 2 hrs/week

2) Plepara the provident marketing environment in your breaky or region

Course Objective: 3. Edeat iv Product 1 in Cycle stages of few Froducts like constance durables fev. Helicycanic

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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. 🕏 Continct Market Research for the need of new products to your region

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.

Phyto Kailer, Kevin Lane Ketler, Almeisan archy & Menikawar Bat Markoving

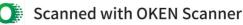
- 2. Understand different strategies for effective design of Marketing Mix;
- 3. Know the Sales Skills including effective personal selling skills;

Unit I: Introduction to Marketing:

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; althebase at 60010801080 get more term to the behavior at 6001080108 at 600108 at 600

Unit II: Marketing Mix:

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.



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Unit III:

Nature and Role of Selling:

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, Intelligence, Self-Worth, Knowledge-product, 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.

MARKITING SKILLS

CONSTRUCTOR STATE

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.). has removement which a quieval, of smelling all qiai line armous this
- 4. Analyze Marketing strategies/planning used by automobile cosmetic and FMCGcompanies. Markel na noth mes
- 5. Conduct Market Research for the need of new products in your region.

References

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- 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)
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- 1. https://www.udemy.com/course/the-new-manager-managing-people-teamsprocesses/?utm_source=adwords&utm_medium=udemyads&utm_campaign=Leadership v.NONP_la.EN_cc.INDIA&utm_term=_.ag_136108019508_.ad_606494316205_.d e c . dm_. pl_. ti kwdinitia guironverio il rivisi
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ANDHRA KESARI UNIVERSITY-ONGOLE, PRAKASAM DISTRICT Skill Courses Programme from the Year 2023-24 Onwards Course: Marketing Skills, Semester-II

Total Marks; 50 Time: 2 Hours SECTION A Answer any four of the following out of Eight questions 4X5=20 Marks 2. 3. 4. 5. 6. 7. 8. (Note: Each unit carrying at least two questions) SECTION -B Answer any Three Questions of the following 3X10=30 Marks Unit - 1 9. or 10. Unit-II 11. or 12. Unit-III 13. OT

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