

# NOC:Marketing Management - II

## - Video course

### COURSE OUTLINE

This is part-II of a course on Marketing Management. The objective of the course is to introduce the participants to principles and practices, theoretical building blocks of marketing, its role as an organizational engine and the evolving marketing process of today. At the end of the course, a participant will be able to understand and manage the core marketing management function.

### COURSE DETAIL

Week	Topics
1.	Design, Launch, & Management of Market Offerings
2.	Design, Launch, & Management of Market Offerings
3.	Services Marketing
4.	Brand Management
5.	Brand Management
6.	Design and Implementation of Pricing Strategies
7.	Marketing Channels and Distribution System
8.	Integrated Marketing Communication



NP-TEL

# NPTEL

<http://nptel.ac.in>

## Management

### Pre-requisites:

Graduation, Marketing Management-I

### Coordinators:

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