

SHREE NARAYANA COLLEGE OF COMMERCE

B.Com Sem 1

Assignment

Subject: Minor: Marketing Management

Unit 1

1. Importance of Marketing
2. Core concepts of Marketing
3. 4 P's of Marketing Mix

Unit 2

1. Economic factors affecting consumer behaviour
2. Demographic base of Market Segmentation
3. Short Note on Target Market

Unit 3

1. Policy decisions regarding branding strategy
2. Factors affecting pricing decisions
3. Stages of Product Life Cycle

Unit 4

1. Importance of Event Marketing
2. Importance of Green Marketing
3. 5 C's of Event Marketing
