

## **Comprehensive Examination Course outline**

### **Marketing**

Explanation of all the topics is available in Marketing Management: A South Asian Perspective, Kotler,  
Blue ocean Strategy by Kim & Mauborgne

1. Marketing Strategies
2. Value Innovation
3. Building Customer Value, Satisfaction, and Loyalty
4. Analyzing Consumer Markets
5. Factors influencing Consumer Behavior
6. The Buying Decision Process: The Five-Stage Model
7. Marketing Segmentation and Targeting and Positioning
8. Product Development and Product Life Cycle Management
9. Developing Pricing Strategies
10. Marketing Channels and Value Networks
11. Managing the Integrated Marketing Communications
12. Branding