

Mehr Chand Mahajan DAV College for Women, Sector -36 , Chandigarh

PG Department of Commerce

Paper- Marketing Management

Teacher Name: Dr. Kanika Sofat

1.Introduction to Marketing management

[https://drive.google.com/file/d/1J3iVAoMeMOU8aZPa1X6Z\\_zLyDORsUXDD/view?usp=sharing](https://drive.google.com/file/d/1J3iVAoMeMOU8aZPa1X6Z_zLyDORsUXDD/view?usp=sharing)

2. Consumer Behaviour

<https://drive.google.com/file/d/1SXeLag9q1etpDdgzErLhnil1aUchgl2/view?usp=sharing>

3. Brand Management

<https://drive.google.com/file/d/1kgMhJsncTBbubepAvpP9njK991jImDsB/view?usp=sharing>

4. Distribution Decision

<https://drive.google.com/file/d/1GYWNMWypMeslpvgDV6kgxwjUkkAM99bv/view?usp=sharing>

5. Pricing Decision

<https://drive.google.com/file/d/1xTypBQMqrFf16aizbbJPw9qfgTsCiDmf/view?usp=sharing>

6. Product Life Cycle

<https://drive.google.com/file/d/1PIn04KuVOdXtIZ6BILiAlAZxbx31Gh/view?usp=sharing>

7. Positioning, Targeting and Segmentation

[https://drive.google.com/file/d/1Pk-lFq-TQpoj\\_nqcQ0yDdk20Y6oUYfJr/view?usp=sharing](https://drive.google.com/file/d/1Pk-lFq-TQpoj_nqcQ0yDdk20Y6oUYfJr/view?usp=sharing)

8. Promotion Tools

<https://drive.google.com/file/d/161Ufj2UKsDT9PupidMSqwiJAwbCcVCJE/view?usp=sharing>