

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Marketing Management-I

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Co-ordinating Institute - IIT - Kanpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Defining Marketing
- Lecture 2 - Core Concepts in Marketing
- Lecture 3 - Case Studies
- Lecture 4 - Marketing of Services
- Lecture 5 - Evolution of Marketing
- Lecture 6 - Contemporary Issues in Modern Marketing Practices
- Lecture 7 - Introduction to Competitor Analysis
- Lecture 8 - Marketing Objectives
- Lecture 9 - Strategy and Core Competency
- Lecture 10 - PESTEL Framework
- Lecture 11 - Competitive Analysis
- Lecture 12 - Case Study
- Lecture 13 - Introduction To Marketing Information System
- Lecture 14 - Components of a Marketing Information System
- Lecture 15 - Marketing Research Process
- Lecture 16 - MDP and MRP
- Lecture 17 - Exploratory Research
- Lecture 18 - Exploratory Research (Continued...)
- Lecture 19 - Causal Research
- Lecture 20 - Measurement and Scaling
- Lecture 21 - Questionnaire and Sampling
- Lecture 22 - Sampling Techniques
- Lecture 23 - Data Collection, Preparation and Analysis
- Lecture 24 - Multivariate Data Analysis
- Lecture 25 - Introduction to Consumer Behaviour and Need Recognition
- Lecture 26 - Information Search
- Lecture 27 - Socio-Cultural Influences on the Consumer Buying Process
- Lecture 28 - Psychological Influences on Consumer Buying Process
- Lecture 29 - Evaluation of Alternatives

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- Lecture 30 - Purchase and Post Purchase Evaluation
- Lecture 31 - Service Consumption
- Lecture 32 - Structural Models of Attitude
- Lecture 33 - Industrial Buyer Behaviour - I
- Lecture 34 - Industrial Buyer Behaviour - II
- Lecture 35 - Industrial Marketing Program and Buying Process
- Lecture 36 - Three Dimension of Industrial Buyer Behaviour
- Lecture 37 - Consumer Decision-Making Process Revisited
- Lecture 38 - Identifying and Choosing Opportunities
- Lecture 39 - Market Segmentation - I
- Lecture 40 - Market Segmentation - II
- Lecture 41 - Segmentation and Targeting
- Lecture 42 - Segmentation and Post Segmentation Strategies
- Lecture 43 - Introduction to Marketing Strategy
- Lecture 44 - Positioning
- Lecture 45 - Segmentation and Targeting in B2B Market
- Lecture 46 - Crafting the Positioning and Branding Effectively