

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

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

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Co-ordinating Institute - IIT - Kanpur

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

- Lecture 1 - Brief Recap of Basic Concepts from Marketing Management 1 - I
- Lecture 2 - Brief Recap of Basic Concepts from Marketing Management 1 - II
- Lecture 3 - Product - An Important Component of the 4P
- Lecture 4 - New Product Development - I
- Lecture 5 - New Product Development - II
- Lecture 6 - Entrepreneurial Marketing
- Lecture 7 - Screening New Product Ideas
- Lecture 8 - Diffusion of Innovation
- Lecture 9 - Product Life Cycle and Introduction to Strategy
- Lecture 10 - Strategy for New Product Introduction - I
- Lecture 11 - Strategy for New Product Introduction - II
- Lecture 12 - Marketing Strategies for Different Stages in PLC
- Lecture 13 - Introduction to Brand, Branding and Brand Equity
- Lecture 14 - Strategic Brand Management Process
- Lecture 15 - Brand Building - I
- Lecture 16 - Brand Building - II
- Lecture 17 - Secondary Associations of a Brand and Advantages of Brand
- Lecture 18 - Measuring Brand Equity and other Brand Related Constructs
- Lecture 19 - Global Dimensions of Brands
- Lecture 20 - Brand Message and Advantage of Brand
- Lecture 21 - Branding Strategies - I
- Lecture 22 - Branding Strategies - II
- Lecture 23 - Strategic Brand Management
- Lecture 24 - Creating a Powerful Brand
- Lecture 25 - Introduction to Pricing
- Lecture 26 - Considerations for Setting the Price
- Lecture 27 - Determining the Demand and Cost Estimation
- Lecture 28 - Cost Estimation and Break Even Analysis
- Lecture 29 - Different Methods of Pricing - I

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

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- Lecture 30 - Different Methods of Pricing - II
- Lecture 31 - Introduction to Distribution
- Lecture 32 - Types of Channel and their Dynamics
- Lecture 33 - Different Channel Options
- Lecture 34 - Integrated Marketing Channel
- Lecture 35 - Retailing and Wholesaling - I
- Lecture 36 - Retailing and Wholesaling - II
- Lecture 37 - Retail Marketing Management
- Lecture 38 - Choosing Retail Location and Layout
- Lecture 39 - Introduction to Integrated Marketing Communications
- Lecture 40 - Models of Communication
- Lecture 41 - Designing and Implementing Marketing Communication
- Lecture 42 - Digital Marketing Communication
- Lecture 43 - Introduction to Services Marketing
- Lecture 44 - Characteristics of Services
- Lecture 45 - Failure of Service and Solutions
- Lecture 46 - Service Quality
- Lecture 47 - Recap of Important Concepts - I
- Lecture 48 - Recap of Important Concepts - II