

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

NPTEL Video Course - Management - NOC:Introduction to Marketing Essentials

Subject Co-ordinator - Prof. Zillur Rahman

Co-ordinating Institute - IIT - Roorkee

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

Lecture 1 - Creating Customer Relationships and Value through Marketing - 1  
Lecture 2 - Creating Customer Relationships and Value through Marketing - 2  
Lecture 3 - The new realities of marketing  
Lecture 4 - Developing Successful Marketing and Organizational Strategies - 1  
Lecture 5 - Developing Successful Marketing and Organizational Strategies - 2  
Lecture 6 - Organizing and managing marketing department  
Lecture 7 - Developing marketing strategy  
Lecture 8 - Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility - 1  
Lecture 9 - Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility - 2  
Lecture 10 - Understanding Consumer Behavior - 1  
Lecture 11 - Understanding Consumer Behavior - 2  
Lecture 12 - Understanding Consumer Behavior - 3  
Lecture 13 - Understanding Organizations as Customers - 1  
Lecture 14 - Understanding Organizations as Customers - 2  
Lecture 15 - Understanding Organizations as Customers - 3  
Lecture 16 - Understanding and Reaching Global Consumers and Markets - 1  
Lecture 17 - Understanding and Reaching Global Consumers and Markets - 2  
Lecture 18 - Understanding and Reaching Global Consumers and Markets - 3  
Lecture 19 - Marketing Research: From Customer Insights to Actions - 1  
Lecture 20 - Marketing Research: From Customer Insights to Actions - 2  
Lecture 21 - Market Segmentation, Targeting, and Positioning - 1  
Lecture 22 - Market Segmentation, Targeting, and Positioning - 2  
Lecture 23 - Market Segmentation, Targeting, and Positioning - 3  
Lecture 24 - Crafting customer value proposition, sustainable competitive advantage and positioning - 1  
Lecture 25 - Crafting customer value proposition, sustainable competitive advantage and positioning - 2  
Lecture 26 - Developing New Products and Services - 1  
Lecture 27 - Developing New Products and Services - 2  
Lecture 28 - Developing New Products and Services - 3  
Lecture 29 - Developing New Products and Services - 4

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