

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

NPTEL Video Course - Management - NOC: Integrated Marketing Management

Subject Co-ordinator - Prof. R. Srinivasan

Co-ordinating Institute - IISc - Bangalore

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

Lecture 1 - Evolution of Marketing  
Lecture 2 - Marketing Management  
Lecture 3 - Marketing in India  
Lecture 4 - Role of Marketing  
Lecture 5 - Case Analysis  
Lecture 6 - Case Analysis  
Lecture 7 - Case of Suryodaya  
Lecture 8 - Marketing System  
Lecture 9 - Input-Output Map  
Lecture 10 - Competition  
Lecture 11 - Consumer Behaviour Model  
Lecture 12 - BCG Matrix, Strategic Marketing  
Lecture 13 - Marketing Strategy  
Lecture 14 - Market Segmentation, VALS Model  
Lecture 15 - Sales Function and Marketing Mix  
Lecture 16 - B-B Markets, Macro Environment  
Lecture 17 - Analytical Marketing System  
Lecture 18 - Decision Models  
Lecture 19 - E-Business  
Lecture 20 - Market Demand, Concept Testing  
Lecture 21 - Product, Product Mix, PLC  
Lecture 22 - PLC (Continued...)  
Lecture 23 - Pricing Strategies  
Lecture 24 - Brands, Channels  
Lecture 25 - Channel Management, Marketing Communication  
Lecture 26 - Advertising, Marketing Organisation  
Lecture 27 - Role of Product Manager, Industrial Buying  
Lecture 28 - Sales Forecasting, Marketing Control  
Lecture 29 - Marketing Expense Analysis

---

Get Digi-MAT (Digital Media Access Terminal) For High-Speed Video Streaming of NPTEL and Educational Video Courses in LAN

[www.digimat.in](http://www.digimat.in)

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

---

- Lecture 30 - Toyota Strategy
- Lecture 31 - Cafe Coffee Day(CCD)
- Lecture 32 - CCD (Continued...)
- Lecture 33 - I flex (OFSS)
- Lecture 34 - OFSS
- Lecture 35 - Oilseeds Growers Cooperative Society (OGCS)
- Lecture 36 - OGCS