Marketing Concept
Marketing environment
Planning and research in marketing
Market segmentation and targeting
Consumer behavior
Industrial marketing
Product planning
Product-Mix
Pricing
Distribution, Placement
Promotional Mix
Marketing in global scenario

Text Books:
1. Philip Kotler: Principles of Marketing
2. Etzel Stanton, and Walker, Fundamentals of Marketing
3. McCarthy: Basic Marketing
4. Peter Rix: Fundamentals of Marketing