

PROGRAM	Bachelors Of Commerce/ Bachelors Of Commerce(Hons)
SEMESTER	IV
COURSE TITLE	Principles of Marketing
COURSE CODE	04BC0410
COURSE CREDITS	04
COURSE DURATION	48 Hrs (48 sessions of 60 minutes each)

COURSE OUTCOMES:

- Understand Fundamental Marketing Concepts and marketing environment.
- Evaluate the concepts of Basic 4Ps of Marketing.
- Understand and apply the concepts of Segmenting and Targeting Customers.
- Comprehend various channels of distribution and various means of promotion.
- Analyze contemporary issues of marketing for making effective marketing strategies.

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	50	0	0	100

Course Contents:

Unit No	Unit / Sub Unit	Sessions
I	INTRODUCTION TO MARKETING MANAGEMENT Nature, Scope & Importance of Marketing, Concepts of Marketing, Marketing Mix, Environmental Factors Affecting Marketing, Wants, Demands, Customer Value, Satisfaction - Marketing post LPG	08
II	CONSUMER BEHAVIOUR & SEGMENTATION Overview of Consumer Behavior, Factors affecting Consumer Buying Decisions, Consumer Buying Process Market segmentation: Concept, Importance and Bases; Target market selection; Positioning concept, importance and bases; differentiation strategies - an overview	10

III	PRODUCT AND PRICING Product: Product Mix, Product Life Cycle, New Product Development, Overview of Brand Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies.	10
IV	PLACE AND PROMOTION Distribution: meaning and importance, Types of distribution channels; Wholesaling and retailing (Only Overview), Factors affecting choice of distribution channel, Logistics-Overview & Importance Promotion: Nature and importance, Promotion Tools: advertising, 5 Ms of Advertising, personal selling, public relations, Direct Marketing & sales promotion – concept and characteristics, Communication process, Promotion mix	12
V	CONTEMPORARY ISSUES IN MARKETING Overview of Social Media Marketing; Online Marketing, Overview of Services Marketing and Additions Ps of Marketing, Overview of Green Marketing, Overview of Rural Marketing.	08

SUGGESTED READINGS:

Text Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Philip Kotler & Kevin Lane Keller	A Framework for Marketing Management	Pearson Education.	Sixth Edition (2016)

Reference Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R-01	Philip Kotler; Kevin Lane Keller; Abraham Koshy; MithileshwarJha	Marketing Management: A South Asian Perspective	Pearson Education	Latest Edition
R-02	Karunakaran	Marketing Management (Text and Cases in Indian Context)	Himalaya Publishing House	Latest Edition
R-03	Rajan Saxena	Marketing Management	TMGH	Fourth Edition