

COURSE TITLE	PRINCIPLES OF MARKETING
COURSE CODE	04BC0226
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand Fundamental Marketing Concepts.
- 2 Analyze the marketing environment
- 3 Apply the concepts of Segmenting and Targeting Customers and positioning of offerings to customers with an understanding of consumer behaviour.
- 4 Comprehend intricacies of pricing and its impact on revenue
- 5 Comprehend various channels of distribution and various means of promotion. ? Analyze contemporary issues of marketing for making effective marketing strategies.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	INTRODUCTION TO MARKETING MANAGEMENT Nature, Scope & Importance of Marketing, Concepts of Marketing-Need, Wants,, Demands, Customer Value & Satisfaction, Marketing Mix, Environmental Factors Affecting Marketing,, Marketing post LPG	10
2	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	12
3	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.	12

Contents : Unit	Topics	Contact Hours
4	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 M's of Advertising, personal selling, public relations,, Direct Marketing & sales promotion – concept and characteristics, Communication process, Promotion mix.	15
5	CONTEMPORARY ISSUES IN MARKETING Overview of Social Media Marketing; Online Marketing, Services Marketing and Additional Ps of Marketing,, Green Marketing, Rural Marketing. Application of technology and artificial intelligence in marketing-, Understanding of AR/VR and MR	11
Total Hours		60

Textbook :

- 1 A Framework for Marketing Management, Philip Kotler & Kevin Lane Keller, Pearson Education, 2016

References:

- 1 Marketing Management: A South Asian Perspective, Marketing Management: A South Asian Perspective, Philip Kotler; Kevin Lane Keller; Abraham Koshy; MithileshwarJha, Pearson Education, 2023
- 2 Marketing Management (Text and Cases in Indian Context), Marketing Management (Text and Cases in Indian Context), Karunakaran, Himalaya Publishing House, 2023

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 NA

Supplementary Resources:

- 1 NA