

COURSE TITLE	MARKETING CONCEPTS & PRINCIPLES
COURSE CODE	04BC0254
COURSE CREDITS	3

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

- 1 Evaluate the basics of marketing, including the scope, evolution, and differences between marketing and sales.
- 2 Apply the marketing mix and STP strategies to real-world marketing cases.
- 3 Analyze consumer behaviour and decision-making processes, evaluating internal and external factors affecting marketing.
- 4 Evaluate product life cycles, pricing strategies, and their impact on market positioning.
- 5 Design and implement digital marketing strategies and use analytics to measure success.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Marketing Definition & Scope of Marketing, Evolution of Marketing – From Traditional to Digital, Marketing vs. Sales – Key Differences, Marketing Mix (4Ps & 7Ps) and Its Applications, Market Segmentation, Targeting & Positioning (STP), Consumer Behaviour & Decision-Making Process, Marketing Environment – Internal & External Factors	15
2	Product & Pricing Strategies Product Life Cycle (PLC) & Its Marketing Implications, New Product Development (NPD) Process, Branding & Brand Positioning Strategies, Packaging & Labelling as a Marketing Tool, Pricing Strategies – Cost-based, Value-based, Competition-based, Psychological Pricing & Its Impact on Consumers, Discounts, Promotions & Dynamic Pricing	12
3	Distribution & Promotion Strategies Channels of Distribution – Direct & Indirect, Retailing & E-commerce Trends, Advertising & Public Relations (PR) in Marketing, Sales Promotion & Consumer Incentives, Personal Selling – Role & Process, Digital Marketing – SEO, SEM, Social Media, & Email Marketing	10

Contents : Unit	Topics	Contact Hours
4	Contemporary Marketing Trends Influencer & Viral Marketing Strategies, Customer Relationship Management (CRM), Green & Sustainable Marketing, B2B vs B2C Marketing Strategies, Marketing Ethics & Consumer Rights	8
Total Hours		45

Textbook :

- 1 Marketing Management: Indian Cases, Prachi Gupta, Dr. Ashita Aggarwal, Pearson Education, 2024
- 2 The Maverick Effect: The Inside Story of India's IT Revolution, Harish S. Mehta, HarperCollins, 2022

References:

- 1 Advanced Introduction to Digital Marketing, Advanced Introduction to Digital Marketing, Utpal Dholakia, Edward Elgar Publishing, 2022
- 2 Transparency in Business: An Integrative View, Transparency in Business: An Integrative View, Utpal Dholakia, Edward Elgar Publishing, 2023
- 3 Why Bharat Matters, Why Bharat Matters, S. Jaishankar, Rupa Publications, 2024

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	15.00	25.00	25.00	25.00	0.00

Instructional Method:

- 1 Board Work, PPT

Supplementary Resources:

- 1 <https://www.drnishikantjha.com/booksCollection/Basics%20of%20Marketing%20.pdf>
- 2 https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/07/BUS306_CoreConceptsofMarketing.pdf
- 3 https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/Principle_Marketing.pdf