

COURSE TITLE	PRINCIPLES OF MARKETING
COURSE CODE	10BH1506
COURSE CREDITS	3

Objective:

- 1 To introduce the fundamentals of marketing concepts and importance of marketing to the students
- 2 To equip students with the knowledge of various marketing decisions related to product, price, promotion and distribution to enable them to make informed marketing decisions.
- 3 To develop critical thinking and analytical skills in students, enabling them to evaluate and apply marketing concepts, strategies, and decisions in diverse business contexts.

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

- 1 Understand the core marketing concepts
- 2 Assess consumer behavior, focusing on needs, wants, and decision-making processes
- 3 Implement marketing strategies related to product, price, place, and promotion.
- 4 Evaluate the effectiveness of marketing performance, including digital advertising strategies

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	1	0	0	0	0	50	50

Contents : Unit	Topics	Contact Hours
1	Introduction to Marketing Definition and Importance of Marketing, Evolution of Marketing Concepts, The marketing process and its components, Introduction to Marketing mix (4Ps), Consumer Behavior in Marketing: Understanding Consumer needs and wants , Buying decision process of consumers, Market segmentation and targeting, Market Research: Methods and Tools	10
2	Product and Pricing Decisions Product Decisions, Concept of Product Mix, Branding, and Packaging, Pricing Decisions, Concept and objective of Pricing, Pricing Strategies and Methods, Factors affecting pricing	10

Contents : Unit	Topics	Contact Hours
3	Promotion and Distribution Decisions Promotion Decisions; Advertising Sales Promotion, Personal Selling; Public Relations; Digital Marketing and Social Media marketing, Distribution Decision; Distribution Channels and Logistics; Emerging trends in distribution; Omni channel Retailing, Drop shipping; Sustainability and Green Logistics	10
Total Hours		30

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Issues Related to Principles of Marketing Issues Related to Principles of Marketing	15
Total Hours		15

Textbook :

- 1 Marketing Management (16th ed.). , Kotler, P., & Keller, K. L., Pearson Global Edition., 2021

References:

- 1 Basics of Marketing Management (Theory & Practice) (2nd ed.), Basics of Marketing Management (Theory & Practice) (2nd ed.), Rudrani, R. B. , S. Chand., 2010
- 2 Marketing (11th ed.), Marketing (11th ed.), Etzel, M. J., Walker, B. J., & Stanton, W. J. , McGraw-Hill, 2007
- 3 Marketing Management: A South Asian Perspective (13th ed.). , Marketing Management: A South Asian Perspective (13th ed.). , Keller, P., Keller, K. L., Koshy, A., & Jha, M. , Pearson Prentice Hall., 2008
- 4 Marketing Management: Global Perspective, Indian Context (4th ed.). , Marketing Management: Global Perspective, Indian Context (4th ed.). , Ramaswamy, V. , Om Books., 2010

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	20.00	20.00	20.00	15.00