

COURSE TITLE	PRINCIPLES OF MARKETING
COURSE CODE	10BC1501
COURSE CREDITS	4

Objective:

- 1 To help the students understand fundamental concepts and principles of marketing and marketing management.
- 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 Define the different marketing concepts.
- 2 Demonstrate the process of new product mix, product line and product development.
- 3 Relate various theories of pricing methods.
- 4 Critiques the various marketing techniques for promotion.
- 5 Construct the basics of distribution decision and consumer behaviour

Pre-requisite of course:N/A

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	1	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	EVOLUTION OF MARKETING Definition and Scope of Marketing in Business, Production Concept, Product Concept, Selling Concept, Marketing Concept and Social Concept., Introduction to Marketing mix (4Ps).	7
2	PRODUCT DECISIONS Concept of product mix and product line, Concept of levels of Products and Consumer buying process, New Product Development: Process and Reasons of failure, Introduction to Product Life Cycle (PLC), Consumer adaptation stages and managerial implications	9

Contents : Unit	Topics	Contact Hours
3	PRICING DECISIONS Concept and Objectives of Pricing, Types of pricing, Pricing Process & Importance of Pricing, Concept of Price setting methods, Factors affecting pricing, Some key concepts of pricing: Psychological Price, Premium Pricing, Discount and allowances and Price Discrimination.	9
4	PROMOTION DECISIONS Advertising: Concept, features, importance, Deceptive advertising, Personal Selling: Concept, features, importance, difference between personal selling and advertising., Sales Promotion: Concept, features, importance, types, Digital Marketing and Social Media promotion, Public Relations: Concept, features and importance., Legal and ethical aspects of Marketing	9
5	DISTRIBUTION DECISIONS Concept, features, importance, types, factors affecting distribution decision, Channel design decision, Channel management decision, dropshipping, and last-mile delivery solutions, export channels, global logistics, and cross-border trade considerations, Sustainability and Green Logistics, Distribution decision and consumer behaviour	11
Total Hours		45

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, Kotler, P., & Keller, K. L, Pearson Global Edition, 2021

References:

- 1 Basics of Marketing Management (Theory & Practice), Basics of Marketing Management (Theory & Practice), Rudrani, R. B., S. Chand, 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	10.00	30.00	10.00	20.00	20.00