

**Maulana Abul Kalam Azad University of Technology, WB**  
**(Formerly known as West Bengal University of Technology)**

**Paper code: MIM301A**

**Mode: Offline**

**Credits: 4**

**PRINCIPLES OF MARKETING**

**Aims of the course:** The objective is to attain a comprehensive understanding of the basics of Marketing

**Course Objectives:** Upon finishing this course, students should have a grasp of the foundational tenets of Marketing Management.

**Course Outcomes:**

CO1: This course equips students with foundational knowledge in Marketing Management.

CO2: Through this course, students will know the fundamentals of a Marketing plan.

CO3: The course will facilitate active learning and acquiring knowledge regarding emerging marketing management trends.

CO4: The course is designed to furnish students with decision-making skills relevant to marketing

CO5: Upon completing this course, students will be equipped to find solutions to marketing challenges and explore possibilities in practical settings.

SI	Course content	Hour allotted
M1	<ul style="list-style-type: none"><li>What is marketing?</li><li>What is marketing: Goods, Services, Events, Experiences, Persons, Places, Properties, Organizations, Information, Ideas</li><li>Marketer, Demand, Market-types- Consumer market, business market, global market, non-profit and government market</li><li>Need, Want, Demand</li><li>Marketing channels: Communication channels, Sales Channels and Distribution channels</li><li>Marketing Orientations: Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept</li><li>Customer value, customer relationship, customer satisfaction, customer-generated marketing, customer retention, and loyalty</li></ul>	6
M2	<ul style="list-style-type: none"><li>4Ps of Marketing: Product, Price, Place, Promotion</li><li>4As of Marketing: Acceptability, Affordability, Accessibility, Awareness</li><li>Additional Ps: People, Processes, Programs</li><li>Marketing Environment: Major components of the micro-environment (Company, Suppliers, Marketing intermediaries, Competitors, Publics, Customers) and macro environment, Demographic and Economic Environment, Natural and Technological Environment, Political and Social-Cultural Environment</li></ul>	6

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M3	<ul style="list-style-type: none"> <li>Marketing research</li> <li>Marketing strategy: Building customer value, engagement and relationships:</li> <li>Marketing strategy and marketing mix- segmentation (geographic, demographic, psychographic, behavioral) and targeting, differentiation, and positioning</li> <li>Consumer behavior, consumer behavior model, Characteristics affecting consumer behavior- cultural, social, personal, psychological</li> </ul>	8
M4	<ul style="list-style-type: none"> <li>Product &amp; service: Product Classification, Product and Services differentiation; Product Levels, Product Mix (BASIC), Product Life Cycle, New Product Development – definition, reasons, new product development process</li> <li>Product and Service Decisions: Product and Service Attributes, Branding, Packaging, Labelling and Logos, Support Services</li> <li>Product Line Decision</li> <li>Product Mix Decisions</li> <li>Branding Strategy: What is a brand, brand image, identity and Brand Equity, Brand Value, Brand Positioning,</li> </ul>	6
M5	<ul style="list-style-type: none"> <li>The New Role of Intermediaries</li> <li>Factors Influencing Distribution Decisions</li> <li>Evaluation of Channel Alternatives</li> <li>Channel Management</li> </ul>	4
M6	<ul style="list-style-type: none"> <li>Marketing Communication Channels</li> <li>Promotion Mix</li> </ul>	4
M7	<ul style="list-style-type: none"> <li>What is price?</li> <li>Pricing Strategies: Customer Value-Based Pricing, Cost-Based Pricing, Competition-Based Pricing, Other Internal and External Considerations affecting pricing</li> </ul>	4
M8	<ul style="list-style-type: none"> <li>Sustainable Marketing and Marketing Ethics</li> <li>Digital Marketing</li> <li>Emerging Marketing Challenges</li> <li>Making a marketing plan</li> </ul>	4

**Learning Outcome/ Skills: Students should be able to understand the basic concepts of marketing and create a rudimentary marketing plan**

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Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
<b>THEORY</b>					
<b>M1</b>	Introduction to Marketing	<b>8</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>M2</b>	Marketing Environment and strategy	<b>4</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>M3</b>	Market Research and Consumer behavior	<b>8</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>M4</b>	Product and Branding	<b>7</b>	<b>10</b>	<b>1,2,3</b>	<b>NA</b>
<b>M5</b>	Pricing and Marketing Channels	<b>6</b>	<b>10</b>	<b>1,2,3</b>	<b>NA</b>
<b>M6</b>	Sustainable marketing and ethics	<b>8</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>Total Theory</b>		<b>40</b>	<b>100</b>		
<b>TUTORIAL</b>		<b>8</b>			
<b>TOTAL</b>		<b>48</b>			

**Reference Books:**

Principles of Marketing (19<sup>th</sup> Edition) by Philip Kotler, Gary Armstrong and Sridhar Balasubramanian