



**Sub Committee for Curriculum Development**

**Marketing Specialization**

**Course Name: Fundamentals of Marketing**

**Number of Credits: 2**

**Course Code – MM U 001**

**Course Code: T2113**

**Course Range – 100 - 499**

**Level - 3**

**Learning Objective(s): At the end of the course the student will be able to:**

1. Define the basic concepts of marketing.
2. Identify the marketing elements.
3. Explain the marketing process.

**Pedagogy:**

- Case Studies.
- Industry / Field Visits.
- Assignments.
- Projects.
- Workshops.

**Pre-learning:**

**None.**

## Course Outline

S.No	Topic	Hours
1	Introduction  Nature, Scope and Importance of Marketing  Basic Concepts of Marketing and Marketing Environment	2
2	Types of Marketing Features & importance of Tele Marketing, E-Marketing, Service Marketing, Rural Marketing Suggestions for Improvement of Rural Marketing	4
3	Product  Product Strategy Product Innovation and Diffusion Product Development Product Lifecycle and Product Mix	4
4	Price  Meaning, Importance and Objective Factors Affecting Pricing, Pricing Policies	4
5	Place  Marketing Channels: Retailing, Wholesaling, Warehousing and Physical Distribution. Conceptual Introduction to Supply Chain Management & Customer Relationship Marketing	4
6	Promotion Mix  Personal Selling, Advertising, Sales Promotion, (push versus pull strategy) Publicity and Direct marketing Recent Trends in Promotion and Advertising	4
7	Market Segmentation & Marketing Research  Meaning and Different Ways to Segmentation Essential of Effective Market Segmentation Difference between Differential Marketing & Concentrated Marketing Meaning & Scope of Marketing Research Procedure Types & Techniques of Marketing Research.	6
8	Contemporary issues in marketing: Green Marketing	2

## Books Recommended

1. Kotler / Koshy / Keller / Jha [ 2009 ] – *Marketing Management* – A South Asian Perspective, 13<sup>th</sup> Ed. – Pearson Education ( Reference Book)
2. Kotler Philip, *Marketing Management Analysis, Planning, Implementation and Control*, Prentice Hall, New Delhi (2008)
3. Kotler Philip / Armstrong Gray [ 2006 ] – *Principles of Marketing* - 11<sup>th</sup> Ed. – Pearson Education .
4. CZINKOTA/Kotabe/Mercer [1997] – *Marketing management* Blackwell Busines.
5. Boyd/Walker/Larreche [1995] – *Marketing management* -2<sup>nd</sup> Ed.- Irwin Pub.
6. Etzel/Walker/Stanton [2004] – *Marketing* – 13<sup>th</sup> Ed.-TMH
7. Fundamentals of Marketing (Mc Graw Hill) , Stanton William J
8. Marketing Management: Planning, implementation and Control, Ramaswamy V.S. and Namakumari S
9. Gary Armstrong, Michael Harker, Philip Kotler and Ross Brennan, *Marketing: An Introduction*, Financial Times Prentice Hall (2009)
10. Greg W. Marshall, Mark Johnson, *Marketing Management*, McGraw-Hill Higher Education (2009)
11. Majumdar, Ramanuj, *Product Management in India*, Prentice Hall, New Delhi (2009)
12. P. K. Saxena, *Principles of management: A Modern Approach*, Global India Publications(2009)
13. Philip Kotler and Kevin Keller, *Marketing Management*, Pearson Education, 14<sup>th</sup> Edition(2012)
14. Ramaswamy, V.S. and Namakumari S.,*Marketing Management*, Macmillan India, New Delhi(2010)
15. Srinivasan, R, *Case Studies in Marketing : The Indian Context*, Prentice Hall, New Delhi, 4<sup>th</sup> Ed. (2008)
16. V. S. Bagad, *Principles of Management*, Technical Publications (2009)

## Suggested Evaluation Methods:

- Group project/ Industry project.

## Parallel/Similar courses the existing curriculum:

S.No	Name of the course	Institute where it was offered.
1	Marketing Management	( SIIB-IB)
2	Marketing Management	( SIIB-AB)
3	Essentials of Marketing	( SITM)
4	Marketing Management -	SITM
5	Marketing Management 1	SIBM-B
6	Marketing Management	SCMHRD
7	Marketing Management 1	SIMS
8	Marketing Management 2	SIMS
9	Marketing Management	SCMS-P

10	Marketing Management 2	SIBM-B
11	Marketing Management-	SIOM
12	Marketing Management 1	SIBM-P
13	Marketing Management-	Symbiosis Law school- P

Name of members	Olive Nerurkar	Surya Rashmi Rawat	Sujata Joshi	Tarun Khuswa	Vaishali Mahajan	Richa Arora
Designation	Associate Professor	Assistant professor	Assistant professor	Associate Professor	Associate Professor	Assistant professor
Org/Inst.	SCMS-P	SLS PUNE	SITM	SIBM-P	SCMHRD	SCMS-P
Signature						

Name of the Expert:

Signature:

Date:

Benchmarking: