

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 1.3 Name of the Course: PRINCIPLES OF MARKETING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0	56 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> 1. Understand the basic concepts of marketing and assess the marketing environment. 2. Analyse the consumer behaviour in the present scenario and marketing segmentation. 3. Discover the new product development & identify the factors affecting the price of a product in the present context. 4. Judge the impact of promotional techniques on the customers & importance of channels of distribution. 5. Outline the recent developments in the field of marketing. 		
Module	Syllabus	Teaching Hours
I	INTRODUCTION TO MARKETING: Introduction - Nature – Scope - Importance of Marketing; Concepts & Approaches of Marketing: Need-Want-Demand-Customer Value-Customer Creation; Evolution of Marketing; Selling Vs Marketing; Marketing Environment: Concept – Importance - Micro and Macro Environment - Marketing Management – Meaning - Importance.	12
II	CONSUMER BEHAVIOUR & MARKET SEGMENTATION: Consumer Behaviour: Nature and Importance-Consumer Buying Decision Process; Factors Influencing Consumer Buying Behaviour; Market Segmentation: Concept, Importance and Bases; Target Market Selection-Positioning Concept - Importance and Bases; Product Differentiation Vs. Market Segmentation. Marketing Mix: Product-Price-Place & Promotion.	12
III	PRODUCT AND PRICING: Product: Concept and Importance - Product Classifications-Concept of Product Mix; Branding-Packaging and Labeling; Product - Support Services; Product Life Cycle; New Product Development Process; Consumer adoption Process - Pricing: Significance - Factors affecting Price of a Product - Pricing Policies and Strategies.	12
IV	PROMOTION AND DISTRIBUTION: Promotion: Nature and Importance of Promotion; Communication Process; Types of Promotion: Advertising, Personal Selling, Public Relations & Sales Promotion, and Their Distinctive Characteristics; Promotion Mix and Factors Affecting Promotion Mix Decisions. Distribution Channels and Physical Distribution: Channels of Distribution - Meaning and Importance; Types of Distribution Channels; Functions of Middle Man; Factors affecting choice of Distribution Channel; Wholesaling and Retailing; Types of Retailers; E-Retailing, Physical Distribution.	12
V	RECENT DEVELOPMENTS IN MARKETING: Social Marketing - Online Marketing - Direct Marketing - Services Marketing - Green Marketing, Rural Marketing; Consumerism, Search Engine Marketing - Mobile Marketing - Marketing Analytics - Social	08

	Media Marketing - Email Marketing - Live Video Streaming Marketing - Network Marketing, - Any other recent developments in Marketing.	
Skill Developments Activities: <ul style="list-style-type: none"> ➤ Analyse the marketing environment of your locality and identify need, wants & purchasing power of customers. ➤ Collect consumer behaviour towards home appliances in your locality. ➤ Visit any organisation and collect the information towards pricing of the products. ➤ Visit any wholesalers/Retailers; collect the role of them in marketing. ➤ Identify the recent developments in the field of marketing. ➤ Any other activities, which are relevant to the course. 		
Reference Books: <ol style="list-style-type: none"> 1. Philip Kotler (2015), Principles of Marketing. 13th edition. Pearson Education. 2. Saxena Rajan, (2017) Marketing Management, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition. 3. Kumar Arun & Meenakshi N (2016), Marketing Management, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition 4. Panda Tapan (2008), Marketing Management, Excel books, New Delhi, Second Edition. 5. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education 6. William D. Perreault, and McCarthy, E. Jerome., Basic Marketing. Pearson Education. 7. Majaro, Simon. The Essence of Marketing. Pearson Education, New Delhi. 8. Iacobucci and Kapoor, Marketing Management: A South Asian Perspective. Cengage Learning. 9. Chhabra, T.N., and S. K. Grover. Marketing Management. Fourth Edition. <p>Note: Latest edition of text books may be used.</p>		