Name of the Teacher: Dr Anupama Mahajan

Year: 2021-22 (July-November)

Paper: BCH 5.1:Principles of Marketing

Course: B.Com. (Hons.)

Semester: III

Number of Lectures per week: 5 Lectures + 3 Tutorials

Pedagogy and teaching Tools: Lectures, Discussions, Projects and Presentations, Case-studies

Objective of the paper: To provide the students with an understanding of basic concepts, principles and practices of Marketing.

| Unit | Topic  | Week  | Learning Outcomes | Assessment |
| --- | --- | --- | --- | --- |
| Unit: 1Introduction to MarketingMarketing Environment | Background of Marketing; Introduction; Concept: Traditional and Modern and their Relevance; Definitions and Analysis; Key Concepts of Marketing; Nature of Marketing and Scope of Marketing | Week 1 | *After completion of this unit, the students will be able to:* Develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.  | *After the completion of the unit students* will be asked to make assignments to assess their understanding of the basic concepts of marketing, its evolution, compilation of marketing mix and role of environment in strategy formulation |
| Evolution of Marketing Concepts/Philosophies and their Comparative Analysis; Introduction to Marketing-Mix, its Elements, its Importance and Relevance in Framing a Marketing Strategy; Expanded  | Week 2  |
| Marketing-Mix, Understanding the marketing environment and its interaction, Importance of studying environment to marketers, environmental analysis and SWOT, Internal and external environment, Micro environment and its various components | Week 3 |
| Macro environment and its various components: Political factors, legal factors, socio-cultural factors, economic factors and demographic factors.  | Week 4  |
| Unit: 2 Consumer Behaviour and Market Selection | Consumer behaviour: Introduction, need to study, Buying motives, Consumer decision-making process,  | Week 5  | *After completion of this unit, the students will be able to:* understand the dynamics of consumer behaviour and process of market selection through STP stages.  | *After the completion of the unit students*Will be participating in discussions based on Unit 2 giving real life examples about consumer behaviour, their understanding of how a product is segmented and targeted |
| Factors affecting consumer buying behaviour: Cultural factors, social factors, Personal factors and Psychological factors | Week 6 |
|  | Market Segmentation: Concept, Significance and Bases of segmentation, Process of segmentation and requirements of effective Segmentation. Market Targeting: Concept, Strategies of Market Targeting | Week 7 |
|  | Concept of Positioning, Importance of Positioning, process of Positioning, Various Positioning strategies. Repositioning. Product Decisions: Concept of Product, levels of Product, Classification of products | Week 8 |
| Unit: 3 Product Decisions  | Product Decisions: Product line decisions, Product mix Decisions, Branding, Packaging, Labeling, After-sales services.  | Week 9 | *After completion of this unit, the students will be able to:* understand and analyze the process of value creation through marketing decisions involving product development.  | *After the completion of the unit students*will be asked to make assignments to assess their understanding of how a product is developed and the various decisions related to product are taken |
| New Product Development, Process of new product development, Product life cycle: Stages of Product life cycle, Usefulness of Product life cycle.  | Week 10 |
| Unit: 4Pricing Decisions and Distribution Decisions | Pricing: Concept of Pricing, Importance, objectives and methods of pricing, cost-based and value-based pricing and their comparisonpricing policies and strategies, promotion concept, promotion-mix, Factors affecting promotion mix, Push Vs Pull strategy, Integrated Marketing mix. | Week 11 | *After completion of this unit, the students will be able to:* Understand and analyze the process of value creation through marketing decisions involving product pricing and its distribution.  | *After the completion of the unit students*Will take a class test of 10 marks to assess their understanding of how the pricing strategies are formulated and the understanding of the various decsiond related to distribution logistics and intermediaries |
| Marketing Intermediaries, Importance and Functions, Types of Intermediaries, Factors affecting selection of Intermediaries, VMS, HMS, Logistics Management, Importance and Major Logistics decisions | Week 12 |
| wholesaling and retailing, Store-based and non-store based retailing, strategic issues in retailing, Changing retail scenario in India, Rural marketing, Services Marketing | Week 13  |
| Unit: 5 Promotion Decisions and recent trends in Marketing | Tools of Promotion Advertising Personal selling, Sales promotion, Public Relations and Publicity. Differences between the various toolsStrategic issues in retailing, Changing retail scenario in India | Week 14 | *After completion of this unit, the students will be able to:*Understand and analyze the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm.  | *After the completion of the unit students*Will be asked to make presentations to assess their comprehension related to various tools of promotion and the recent concepts related to marketing |
| Rural marketing, Services Marketing,Social Marketing, Marketing Ethics, Online Marketing, Direct Marketing, Sustainable Marketing, Relationship Marketing | Week 15 |

 **References**

* Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). *Principles of Marketing: A South Asian Perspective (13thed.).* Pearson Education.
* Saxena, R. (2006). *Marketing Management (3rd ed.).* Tata McGraw Hill.
* Mahajan, J.P. and Mahajan, Anupama. *Principles of Marketing.* Vikas Publications.
* Sharma, K., & Swati Aggarwal. (2018). *Principles of Marketing*. Taxmann's.
* Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). *Marketing (14th ed.)*. Mc Graw Hill.
* Kapoor, Neeru. *Principles of Marketing*. PHI
* Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th Edition), Pearson Education. Indian edition.
* Grewal, D. & Levy, M. (2017). *Marketing (5t ed.).* McGraw-Hill Education.

**Note: Latest editions of readings may be used**