

**JYOTI NIVAS COLLEGE AUTONOMOUS****Name of the Program:** Bachelor of Commerce (B.Com.)**Course Code:** B.Com. 1.3**Name of the Course:** Principles of Marketing

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>

**Pedagogy:** Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,**COURSE OBJECTIVES**

- To develop and acquaint students with marketing principles and to encourage them to pursue careers in marketing.
- to educate by explaining to students about several modern marketing trends and to construct a broader understanding of marketing
- To illustrate Marketing's role in society and economy. To summarize significance of marketing within a company and the required relationships between marketing and other business functions.
- To examine the various decision-making domains within marketing, as well as the tools and strategies utilized by marketing managers to formulate decisions.
- To demonstrate fundamental marketing concepts and to recognize the importance of a marketing perspective in your own personal and professional growth.

**LEARNING OUTCOMES**

- Develop a fundamental understanding of marketing ideas and assess the marketing environment.
- Evaluate customer behaviour and marketing segmentation in the current situation.
- State the elements impacting the pricing of a product in the current environment and learn about new product development.
- Examine the impact of promotional strategies on customers and the value of distribution networks.
- Formulate an overview of current marketing innovations.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No.1: INTRODUCTION TO MARKETING</b>	<b>12</b>
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.	
<b>Module No.2: CONSUMER BEHAVIOUR &amp; MARKET SEGMENTATION</b>	<b>12</b>
<b>Consumer Behaviour:</b> Nature and Importance-Consumer buying decision process; Factors influencing consumer buying behaviour; <b>Market segmentation:</b> Concept, importance and bases; Target market selection-Positioning concept-Importance and bases; Product differentiation vs. market segmentation. <b>Marketing Mix:</b> Product-Price-Place & Promotion.	
<b>Module No.3: PRODUCT AND PRICING</b>	<b>14</b>

**Product:** Concept and importance-Product classifications-Concept of product mix; Branding-packaging and labelling; 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.

**Module No.4: PROMOTION AND DISTRIBUTION**

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**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.

**Module No.5: RECENT DEVELOPMENTS IN MARKETING**

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Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism, Search Engine Marketing-Mobile Marketing- Marketing Analytics-Social Media Marketing-Email Marketing-Live Video Streaming Marketing-Network Marketing, any other recent developments in Marketing.

**SKILL DEVELOPMENTS ACTIVITIES:**

1. Analyse the marketing environment of your locality and identify need, wants & purchasing power of customers.
2. Collect consumer behaviour towards home appliances in your locality.
3. Visit any organisation and collect the information towards pricing of the products.
4. Visit any wholesalers/Retailers; collect the role of them in marketing.
5. Identify the recent developments in the field of marketing.
6. Any other activities, which are relevant to the course.

**TEXT BOOKS:**

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.

**Note: Latest edition of text books may be used.**