

Course Title	Principles of Marketing			
Course Code	BBC421			
Course Credit	Lecture	Tutorial	Practical	Total
	4	0	0	4
Course Learning Outcomes				
At the end of the course students will be able to.....				
1. Understand fundamental marketing concepts and components of marketing plan.				
2. Identify market segmentation, targeting and positioning and its importance in marketing strategy.				
3. Recognise components of marketing mix and its importance in marketing mix.				
4. Understand value and appreciate the importance of marketing function with all other business functions.				
Detailed Syllabus				
Sr. No.	Contents			Hours Allotted
SECTION – I				
1	Introduction to Marketing Management and Marketing Strategies and Plans: <ul style="list-style-type: none"><li>• Meaning of marketing</li><li>• Marketing conceptsDefinition</li><li>• The marketing mix</li><li>• Marketing Management Tasks</li><li>• The nature and content of ‘Marketing Plan’</li></ul>			8
2	Marketing Research and Customer Value, Satisfaction and Loyalty: <ul style="list-style-type: none"><li>• The marketing research process</li><li>• Customer perceived value</li><li>• Cultivating customer relationships</li></ul>			7
3	Analysing Consumer Markets and Business Markets & Identifying Market Segments and Targets and Positioning: <ul style="list-style-type: none"><li>• Factors influencing consumer behaviour</li><li>• Consumer Buying decision process</li><li>• Organizational buying</li><li>• Stages in buying process</li></ul>			15

	<ul style="list-style-type: none"> <li>• Bases for segmenting consumer markets</li> <li>• Bases for segmenting business markets</li> <li>• Market targeting</li> <li>• Positioning</li> </ul>	
<b>Total Section - I</b>		<b>30</b>
<b>SSH -I</b>		<b>15</b>
<b>SECTION – II</b>		
4	<b>Setting &amp; Developing Product &amp; Pricing Strategy:</b>  Product characteristics and classifications Differentiation. Product and brand relationships Packaging, labelling, warranties and guarantees Setting the price Pricing strategies	<b>15</b>
5	<b>Designing and Managing Marketing Channels and Retailing, wholesaling.</b>  Channel design decisions Channel management decisions E-commerce Retailing and wholesaling	<b>7</b>
6	<b>Managing Mass and Personal communications:</b> Advertising. Sales promotion. Events and experiences. Public relations. Direct and interactive marketing. Word of mouth. Personal selling.	<b>8</b>
<b>Total Section – II</b>		<b>30</b>
<b>SSH-II</b>		<b>15</b>
<b>Total Section I + II</b>		<b>60</b>
<b>Total Self-Study Hours</b>		<b>30</b>
<b>Instructional Method and Pedagogy:</b>		
The course will be discussed primarily through brief lectures, class discussion, case analysis, article discussions and group interactions, role plays, quizzes and interactive class activities followed by CANVAS activities (An online learning		

management system).

Sessions will be held regularly and adequate practical as well as active learning environment would be created.

- Pre-readings and assignment/homework in terms of prior or after class work shall be given.
- A few classes will be held with Active learning methods, which will require equal participation from all the students.
- Necessary board work and slideshows including the help of audio/video materials will be carried out.

### General Expectations of Class

- To attend class regularly
- To be attentive and engaged in class
- To read and understand all given pre-class readings and any assignment
- To seek help when appropriate

**Attendance: 85%** Attendance is compulsory to qualify for the End Semester Exam

### Text Books:

[1] Title: Marketing Management- A south Asian Perspective  
 Author: Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha.  
 Edition: 13th edition, Latest, Publication: Pearson.

### Reference Books:

[1] Title: Principles of Marketing- A South Asian Perspective  
 Author: Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ulHaque ,  
 Edition: 13th edition, Latest, Publication: Pearson.

[2] Title: Marketing Management- Global Perspective Indian Context  
 Author: V. S. Ramaswamy and S. Namakumari , Edition: 4th edition, Latest,  
 Publication: Macmillan Publishers India Limited.

### Additional Resources:

- Business Standard
- Economic Times
- Forbes
- [www.Eretail.com](http://www.Eretail.com)