



Course Title: Principles of Marketing – I

Course Level:UG

Course Code: MKTG102

Credit Units:Three

| L | T | P/ S | SW/F W | No of PSDA | TOTAL CREDIT UNITS |
|---|---|---------|-----------|---------------|--------------------------|
| 2 | 0 | 0 | 2 | 2 | 3 |

Course Objectives:

- To give students elementary knowledge of concepts in the domain of Marketing
- Develop and imbibe in students Principles of Marketing & establish an appreciation of contemporary realities along with the emerging importance in Digital Marketing.
- This (Course) will give students knowledge about the marketing environment that intends to make a strong foundation for the given domain and will help students to reason out the logic behind various decisions taken in the organization.

Pre-requisites:

The prerequisite for this course is that students should be aware about the happenings in the business world, so that when the course is taught, they can relate to the practical aspects of the theoretical concepts and develop a comprehensive understanding about the course. This will give a holistic view to the said course and will facilitate better understanding of the course.

Course Learning Outcomes:

Learning outcomes of this course are:

- To understand the concepts of marketing management
- To learn about marketing process for different types of products and services
- To understand the tools used by marketing managers in decision situations
- To understand the marketing environment and strong conceptual knowledge

Course Contents/Syllabus:

| | Weightage (%) |
|--|---------------|
|--|---------------|

| | |
|---|------------------|
| <p>Module I - Introduction to Marketing</p> <p>Descriptors/Topics</p> <p>Meaning of marketing Core concepts of marketing Evolution of Marketing Marketing Management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept Introduction to Marketing Mix Elements The newer definitions of marketing- Societal Marketing and Relationship Marketing. Role of Marketing in the changing business environment Value Chain: Concepts & Elements Delivering Customer Value Customer Satisfaction & Customer Delight</p> | <p>20</p> |
| <p>Module II – Strategic Planning / Marketing Environment and Competitive Planning</p> <p>Descriptors/Topics</p> <p>Internal and External Marketing Environment Analysis Introduction to Marketing Information System and Marketing Research SWOT Analysis Intensive growth strategies Marketing process Marketing Plan. Responding to the changing Marketing Environment</p> | <p>20</p> |
| <p>Module III – Segmentation, Targeting and Positioning</p> | |

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|--|------------------|
| <p>Descriptors/Topics</p> <p>Concept of Market Segmentation Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.</p> | <p>20</p> |
| <p>Module IV – Consumer Buying Behavior</p> | |
| <p>Descriptors/Topics</p> <p>Buying Behavior for Consumer Markets Various Buying Roles</p> <p>Buying Behavior for Industrial Markets Types of Buying Situations Buying Decision Process Factors Affecting Consumer Buyer Behavior Consumer Adoption Process Diffusion of Innovation and Differences in Innovativeness</p> | <p>20</p> |
| <p>Module V Emerging Marketing Paradigms</p> | |
| <p>Descriptors/Topics</p> <p>Promotional Tehniques- Concept of E-marketing, Kiosk marketing, Green marketing Tele marketing Multi level marketing Experiential Marketing, Emerging technological trends in marketing Digital Media Marketing and its role, e-Word of Mouth, Role of Social Media marketing</p> | <p>20</p> |

Pedagogy for Course Delivery:

This course will be taught with the right blend of theoretical concepts and practical applications through case studies, projects and presentations. Students will be encouraged to read business papers and be abreast with business happening so that they can relate to the concepts taught. The course instructor will spend considerable time in developing deep insight to various concepts of Principles of Marketing through group discussions and debating sessions. The Last module will be delivered by Industry experts through information sharing on current trends and its importance in different industries. Practical aspect of teaching

List of PSDA:

1. Conduct a survey on 50 people based on structured questionnaire to understand the various factors that influence the consumer buying behavior for the selected product/ service.
2. Make a project on a selected product/ service pertaining to product life cycle. Discuss pricing strategy, distribution channels and marketing strategies for current stage of the product life cycle of that specific product/ service.

Lab/ Practicals details, if applicable: NA

| | | |
|--|---------------------------------|-----------------------------|
| Assessment/ Examination Scheme: | | |
| Theory L/T (%) | Lab/Practical/Studio (%) | End Term Examination |
| 40% | NA | 60% |

| | | | | | |
|--|-----------------|----------------|------------------------------------|-------------------|--------------------|
| Theory Assessment (L&T): | | | | | End Term |
| Continuous Assessment/Internal Assessment | | | | | Examination |
| Components (Drop down) | Mid Term | Project | Assignment and Presentation | Attendance | |
| Linkage of PSDA with Internal Assessment Component (PSDA), if any | | PSDA1 | PSDA2 | | |
| Weightage (%) | 10% | 10% | 15% | 5% | 60% |

Text & References:

- Kotler, Keller, Koshy, Jha, (2009), Marketing Management – A South Asian Perspective(13th Edition), Pearson India Pvt.
- Ramaswamy V S, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.
- Rajan Saxena, (2010) , Marketing Management,Tata McGraw Hill
- Armstrong , Kotler , Agnihotri , Haque, “*Principles of Marketing South Asian Perspective*”, 13th Edition , Pearson Education.
- Bains , Fill , Page ,Sinha, “*Marketing Asian Edition*”, Ist Edition ,2013, Oxford University Press.