

SEMESTER: V	
COURSE NAME: PRINCIPLES OF MARKETING	
COURSE TYPE: MAJOR	COURSE CODE: C3BMS2352
CREDIT: 5	FULL MARKS: 100

LEARNING OBJECTIVES:

1. To understand the underlying concepts, nature, scope, and importance of marketing and its evolving paradigms.
2. To analyse market segmentation, targeting, and positioning (STP) to identify and cater to specific consumer needs.
3. To gain insights into product and pricing decisions, including product development, lifecycle management, and strategic pricing.
4. To understand promotion and placement strategies, including marketing communication and distribution channel management, to enhance market reach.

LEARNING OUTCOMES:

On successful completion of the course the learner will be able to:

1. Define and explain key marketing concepts, the marketing mix, and their relevance to various business scenarios.
2. Evaluate market segmentation strategies and develop effective positioning tactics to target selected markets.
3. Develop comprehensive product strategies, including new product development, branding, and pricing methodologies tailored to market conditions.
4. Design and implement integrated promotional and distribution strategies to reach and engage target audiences effectively.

DETAILED SYLLABUS:

Unit 1: Introduction to Marketing (15L)

- Marketing: Concept; Nature; Scope; Functions; Importance
- Evolution of Marketing Concepts (Production; Product; Selling; Marketing; Holistic Marketing)
- Marketing Mix: Concept (4 Ps)
- Extended Marketing Mix: Concept (7 Ps)
- Concept of B2B & B2C Marketing
- Concept of Relationship Marketing
- Marketing Environment (Micro & Macro Environment)

Unit 2: STP Analysis (15L)

- Process of STP
- Benefits of Market Segmentation
- Levels of Market Segmentation
- Bases of Market Segmentation (Geographic; Demographic; Benefit/ USP; Behavioural; Psychographic; Geo-Demographic)
- Conditions for Effective Market Segmentation
- Target Market Selection Strategies
- Concept of Differentiation in Positioning; Positioning Bases

Unit 3: Product & Pricing Decisions (18L)

Product Decisions (12L)

- Concept of Product
- Classification of Products: Business/ Industrial and Consumer
- Levels of a Product

- New Product Development (NPD): Concept of New Product and Stages of NPD
- Concept of Product Life Cycle (PLC)
- Marketing Strategies adopted at each stage of the PLC
- Exceptions to the PLC
- Product Mix Decisions: Product Line, Width, Depth, Length, Consistency
- Product Line Decisions: Line Stretching, Line Pruning
- Product Portfolio Analysis (Basic concept only)
- Branding Decisions: Concept, Importance and Strategies
- Packaging and Labelling: Concept and Importance

Pricing Decisions (6L)

- Concept of Price
- Pricing Objectives
- Determinants of Price
- Pricing Methods: Cost-Based Pricing, Demand-based Pricing, Competitive Pricing, Differential Pricing, Geographical Pricing

Unit 4: Promotion- & Place-related Decisions (17L)

Promotion Decisions (5L)

- Concept of Promotion (Marketing Communications)
- Promotional Mix: Concept & Factors Determining Promotional Mix;
- Promotional Mix Elements: Advertisement, Sales Promotion, Personal Selling, Public Relations and Publicity, Direct Marketing (Concepts only).

Place-related Decisions (12L)

- Concept of Distribution (Place)
- Marketing Channels: Concept; Channel Functions; Types of Channels (Consumer & Industrial)
- Factors Affecting the Selection of Marketing Channel
- Marketing Intermediaries: Types & Roles of Intermediaries; Types of Wholesalers; Types of Retailers
- Growth of Online Retail Channel –Introduction.

Case Studies (*As relevant and applicable to all the above units*)

SUGGESTED TEXTBOOKS/ READING MATERIALS:

- 📖 Kazmi, S. H. H. Marketing Management: Text and Cases. Excel Books India.
- 📖 Kotler, P., & Keller, K. L. Marketing Management. Pearson.
- 📖 Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E. Principles of Marketing: A South Asian Perspective. Pearson.
- 📖 Ramaswamy, V. S., & Namakumari, S. Marketing Management: Global Perspective, Indian Context. Macmillan Publishers India Limited.
- 📖 Saxena, R. Marketing Management. McGraw Hill.
- 📖 Zikmund, W. G., & D'Amico, M. Marketing. South-Western College Publishing.

The latest editions of the textbooks listed above may be referred.