



Semester: V				
Course Title: Principles of Marketing				
Course Code: C3BC230521T			Credits: 4	
Classes/week : 4			Marks: 100	
Category: MAJOR (CORE)				
Theory/Practical/Composite: Theory				
No. of Modules: 5				
<p>Course Overview: This is a 4-credit introductory course to fundamental marketing concepts, strategies, and the evolving role of marketing in business. It emphasizes market analysis through Segmentation, Targeting, and Positioning (STP) and decision-making using the 4Ps framework—Product, Price, Promotion, and Place. The course also covers product management, pricing, promotion, and distribution systems. It adopts a practical approach through case studies, discussions, and assignments to connect theory with real-world applications.</p>				
Course Outcome: After completing this course students would be able to:				
1. CO1. Develop a comprehensive understanding of fundamental marketing concepts, evolution, and contemporary approaches, and critically analyse the marketing environment to design effective Segmentation, Targeting and Positioning (STP) strategies.				
2. CO2. Critically evaluate product-related decisions by understanding different product classifications (consumer and industrial), product mix dimensions, and product line strategies. Students will be able to analyse the stages and strategic implications of the Product Life Cycle (PLC), assess the process and risks involved in new product development, and design appropriate branding, packaging, and labelling strategies to enhance product value and market positioning.				
3. CO3. Examine the role of pricing as a strategic marketing tool by understanding its objectives and the internal and external factors influencing pricing decisions. Students will be able to analyse and apply various pricing methods and strategies, including cost-based, demand-based, competition-based, and psychological pricing, in order to make effective pricing decisions in different competitive and market conditions.				
4. CO4. Analyse the role of promotion in marketing by critically evaluating the elements of the promotional mix, including advertising, sales promotion, personal selling, public relations, and direct marketing. Students will be able to design integrated marketing communication strategies by considering factors such as target audience, product characteristics, and budget constraints.				
5. CO5. Develop an understanding of distribution and logistics management by examining different types of distribution channels, the role and functions of intermediaries, and factors influencing channel selection. Students will be able to evaluate the efficiency of physical distribution activities such as transportation, warehousing, and inventory management, and understand the growing importance of logistics and third-party logistics in modern marketing systems.				
Prerequisites: (for example - Basic knowledge about any prior course)				
SYLLABUS				
Unit/Module with topic name	Content	Number of Classes	CO Mapping	Cognitive Level
I. Introduction	<ul style="list-style-type: none"> • Concept, Nature, Scope and Importance of Marketing • Evolution of Marketing (Production, Product, Selling, 	20	CO1	K1 (Remember), K2 (Understand),



	<p>Marketing, Holistic Marketing)</p> <ul style="list-style-type: none"> • Selling vs Marketing • Scope of Marketing, Goods v. Services, Unique characteristics of services (overview). • Marketing Mix (4 Ps), Extended Marketing Mix for Services (7Ps). • Marketing Environment: Concept and Importance, Dimensions of Marketing Environment (Micro-Environment and Macro-Environment) • Market Segmentation: Concept, Importance, Criteria for Evaluating Segmentation Efficacy and Bases of Segmentation (Geographic, Demographic, Benefit/ USP, Buyer Behaviour, Psychographic/ Lifestyle, Hybrid Bases) • Targeting: Concept of Targeting, Patterns of Target Market Selection (Single-Segment, Selective Specialization, Product Specialization, Market Specialization, and Full-Market Coverage) • Positioning: Concept, Importance, and Bases, Product Differentiation vs Market Segmentation 			K3 (Apply), K4 (Analyse)
II. Product	<ul style="list-style-type: none"> • Product: Concept and Importance • Product Classifications: Business Products (Raw Materials, Processed Materials, OEMs etc.) and Consumer Products (Convenience, Shopping, Specialty, Unsought) 	25	CO2	K2 (Understand), K4 (Analyse), K5 (Evaluate), K6 (Create)



	<ul style="list-style-type: none"> • Product Mix and Product Line, Product Mix Dimension: Length, Width, Depth and Consistency • Branding: Concept and Strategies (Individual branding, Corporate Branding, Family Branding, Endorsement Branding, dual Branding) • Packaging: Concept, Levels (Primary, Secondary, Transport), Role, and Functions • Labelling: Concept, Role, and Functions • Product Lifecycle: Concept, Strategies followed at each stage; Alternative Shapes of the PLC Curve: Growth-Decline-Plateau, Cycle-Recycle Pattern, Innovative Maturity (Scalloped Pattern), Fashion, Fad and Style • New Product Development (NPD): Concept, Process, Risks • Consumer Adoption Process: Concept, Process and Risks 			
<p>III. Price</p>	<ul style="list-style-type: none"> • Concept, Significance, Factors affecting price • Pricing Strategies: New Product Pricing (Economy, Penetration, Skimming, Premium); Psychological Pricing; Promotional Pricing (Loss-Leader Pricing, Superficial Discounting, Special Event Pricing) • Pricing Methods: Cost-Based Pricing (Mark-up, Target-return); competition-based Pricing; Demand-Based Pricing; Perceived-Value Pricing; Captive Product 	<p>10</p>	<p>CO3</p>	<p>K2 (Understand), K4 (Analyse), K5 (Evaluate), K3 (Apply)</p>



	Pricing; Differential Pricing; Tender (Sealed Bid) Pricing			
IV. Promotion	<ul style="list-style-type: none"> • Concept, nature and importance • Promotion Mix: Concept; Elements (Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity, Direct Marketing) • Factors affecting Promotional Mix 	5	CO4	K2 (Understand), K4 (Analyse), K5 (Evaluate), K6 (Create)
V. Distribution	<ul style="list-style-type: none"> • Channels of Distribution: Concept and Importance • Types of Distribution Channels: Consumer Product Channels (Zero-level, One-Level, Two-Level, Three-Level); Industrial Product Channels • Intermediaries in the Channel: Types of Middlemen, Functions of Middlemen • Factors affecting choice of Distribution Channel • Wholesaling: Concept and Functions of Wholesalers • Retailing: Types of retailers (department Store, supermarkets, warehouse retailers, specialty retailers, e-tailers, quick commerce) • Physical Distribution: Concept, Functions (Inventory Control, Order Processing, Warehousing, Materials Handling, and Transportation • Logistics management (overview), Third Party Logistics (Overview) 	15	CO5	K2 (Understand), K4 (Analyse), K5 (Evaluate), K6 (Create)

<i>Case Studies applicable to all units (1 to 5)</i>
Practical Exercises/Skill Development Activities: Class seminars, group discussions, analysis of cases and scenario construction.
Text Books
1. Phillip Kotler, Kevin lane Keller, Alexander Charnev, Jagdish N. Sheth, G. Shainesh. Marketing Management. 16th Edition. Pearson Education



2. Ramaswamy & Namakumari. Marketing Management: Indian Context – Global Perspective. 6th Edition (2018). Sage Publications India Pvt. Ltd.
3. Rajan Saxena. Marketing Management. 6th Edition (2019). McGraw Hill
Suggested readings
1. Michael J. Edel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. 14th Edition (2017) - Special Indian Edition., McGraw Hill Education
2. S. H. H. Kazmi. Marketing Management. 1st edition (2007). Excel Books
3. Lacobucci and Kapoor, Marketing Management: A South Asian Perspective. Cengage Learning
Web Resources
1. Veronica, B. (2009). "Brief History of Neuromarketing", Proceedings from the International Conference on Economics and Administration, Faculty of Administration and Business University of Bucharest, Romania; pp. 119-121.
2. Morin, C.Soc (2011) 48: 131. https://doi.org/10.1007/s12115-010-9408-1
3. Jefkins F. (1990) A Broader Look at the Marketing Mix. In: Modern Marketing Communications. Springer, Dordrecht
4. Banerjee, S. and Roy, S. (2016). "Synchronizing Marketing Performance Indicators with Corporate Strategy: A Conceptual Framework"; International Journal of Marketing and Business Communication, Vol.5 (4); pp. 16-23

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Develop a comprehensive understanding of fundamental marketing concepts, evolution, and contemporary approaches, and critically analyse the marketing environment to design effective Segmentation, Targeting and Positioning (STP) strategies.	K1 (Remember), K2 (Understand), K3 (Apply), K4 (Analyse)
CO2	Critically evaluate product-related decisions by understanding different product classifications (consumer and industrial), product mix dimensions, and product line strategies. Students will be able to analyse the stages and strategic implications of the Product Life Cycle (PLC), assess the process and risks involved in new product development, and design appropriate branding, packaging, and labelling strategies to enhance product value and market positioning.	K2 (Understand), K4 (Analyse), K5 (Evaluate), K6 (Create)
CO3	Examine the role of pricing as a strategic marketing tool by understanding its objectives and the internal and external factors influencing pricing decisions. Students will be able to analyse and apply various pricing methods and strategies, including cost-based, demand-based, competition-based, and psychological pricing, in order to make effective pricing decisions in different competitive and market conditions	K2 (Understand), K4 (Analyse), K5 (Evaluate), K3 (Apply)



CO4	Analyse the role of promotion in marketing by critically evaluating the elements of the promotional mix, including advertising, sales promotion, personal selling, public relations, and direct marketing. Students will be able to design integrated marketing communication strategies by considering factors such as target audience, product characteristics, and budget constraints.	K2 (Understand), K4 (Analyse), K5 (Evaluate), K6 (Create)
CO5	Develop an understanding of distribution and logistics management by examining different types of distribution channels, the role and functions of intermediaries, and factors influencing channel selection. Students will be able to evaluate the efficiency of physical distribution activities such as transportation, warehousing, and inventory management, and understand the growing importance of logistics and third-party logistics in modern marketing systems.	K2 (Understand), K4 (Analyse), K5 (Evaluate), K6 (Create)