



Semester: V
Course name: Principles of Marketing
Course code: C2BC230521T
Course Credits: 4
Pedagogy: Classrooms lecture, Case studies, Assignments, Group Discussion & Seminar
Course Description: This course serves as an introduction to basic concepts of marketing with focus on marketing strategy by analysing the marketing environment, applying the Segmentation, Targeting and Positioning (STP) strategy and an analysis of marketing decisions by adopting the 4Ps framework, namely product, price, promotion (marketing communication) and place (distribution).
Learning Objectives: The course aims to help learners to acquire conceptual knowledge of: LO1. Basic marketing concepts, evaluation of marketing, marketing environment, STP strategy. LO2. Product types, product mix dimensions, product life cycle (PLC), process of new product development, branding, packaging and labelling strategies LO3. Objectives and factors influencing pricing decisions and the methods and techniques of pricing. LO4. Elements of the promotional mix of a firm and factors in choosing the appropriate mix. LO5. Various types of distribution channels and intermediaries, factors affecting distribution decisions, basics of logistics function and the key physical distribution functions, functions and types of retailing establishments.
Course Outcomes: On successful completion of the course, students will be able to: CO1. Understand the basic terminology used in marketing and appreciate the current marketing approaches and orientation towards marketing based on the evolutionary trajectory of the marketing function in business. Analyse the myriad forces in the marketing environment and developing marketing strategies based on a deep analytical understanding of the Segmentation, Targeting and Positioning (STP) Process. CO2. Analyse the types of products and the phases in the life cycle of products including the process of new product development and its adoption by consumers. Understand the dimensions of the product mix of a firm and develop strategies and be able to take tactical decisions relating to branding, packaging and labelling. CO3. Understand the objectives and factors influencing the pricing decisions of a firm. Analyse and critically evaluate the major methods and techniques of pricing and apply them contextually in a competitive environment.



CO4. Analyse the promotional decisions of a firm by analysing and critically evaluating each of the elements of the promotional mix and be able to develop marketing communication strategies.

CO5. Delineate the various channels of distribution for products and evaluate such channels contextually in terms of their costs, efficacy and utility. Understand the functions involved in physical distribution and outbound logistics with special emphasis on third party logistics.

Unit (No. and Name)	Details	No. of Lectures
<p>1. Introduction</p>	<ul style="list-style-type: none"> • Concept, Nature, Scope and Importance of Marketing • Evolution of Marketing (Production, Product, Selling, Marketing, Holistic Marketing) • 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 	<p>20</p>
<p>2. Product</p>	<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) • 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) 	<p>25</p>



	<ul style="list-style-type: none">• 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	
3. Price	<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 Pricing; Differential Pricing; Tender (Sealed Bid) Pricing	10
4. Promotion	<ul style="list-style-type: none">• Concept, Nature and Importance• Promotional Mix: Concept; Elements (Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity, Direct Marketing)• Factors affecting Promotional Mix	5
5. 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
Case studies applicable to all units (1 to 5)		



Practical Exercises/Skill Development Activities: Class seminars, group discussions, analysis of cases and scenario construction.

Suggested Readings/References:

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. Michael J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases*. 14th Edition (2017) - Special Indian Edition., McGraw Hill Education
4. Rajan Saxena. *Marketing Management*. 6th Edition (2019). McGraw Hill
5. S. H. H. Kazmi. *Marketing Management*. 1st edition (2007). Excel Books
6. Lacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.

Articles:

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