

**303: Principles of Marketing**

<b>Course Code</b>	303	<b>Course Type</b>	Core Course
<b>Credits</b>	4	<b>Examination Pattern</b>	UE + IA: 70:30

**Learning Objectives:**

1.	To enhance students' knowledge as regards to basics of marketing.
2.	To develop practical insights into application of marketing concepts.

**Learning Outcomes:** After studying this course students will be able to -

1.	Understand the need and importance of marketing in the current business scenario.
2.	Analyze the need and importance of market segmentation, targeting and positioning.
3.	Understand the steps involved in developing a marketing plan.
4.	Know the recent trends in marketing.

**Unit 1 :Introduction to Marketing**

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment.

**Unit 2 : Market segmentation, Targeting & Positioning (STP)**

Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept.

**Unit 3 : Marketing Research**

Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

**Unit 4 : Marketing Mix (7 P's of Marketing)**

**Product** :Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages and its influence on marketing mix decisions.

**Price** :Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

**Place :** Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution – Manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer, Channel Conflict – Concept, types of channel conflict.

**Promotion :** Promotion Mix – Elements : Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing etc.  
Brief overview of people, process and physical evidence.

### **Unit 5 :Recent Trends in Marketing**

Digital Marketing – Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior etc

#### **Reference Books:**

- 1) Dr. Philip Kotler, Marketing Management.
- 2) Ramswamy&Namkumari, Marketing Management, Indian context.
- 3) RajanSaxena, Marketing Management, Tata McGraw Hill Publication.
- 4) Tapan Panda, Marketing Management, Excel Publication.
- 5) William Stantan, Fundamentals of Marketing.

#### **Journals:**

1. Journal of Marketing (American Marketing Association).
2. European Journal of Marketing (Emerald Publishing Limited).

#### **MOOCS:**

- a) <https://swayam.gov.in/courses/147-principals-of-marketing-mgmt>
- b) <https://www.coursera.org/browse/business/marketing>
- c) <https://www.mooc-list.com/tags/marketing>
- d) <https://www.bestmarketingdegrees.org/best-moocs-marketing>

#### **Other Readings:**

Marketing Whitebook 2018.