
PRINCIPLES OF MARKETING

Unit 1: Introduction to Marketing (10L)

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

Unit 2.1: Concept of STP (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

Unit 2.2: Target Market Selection Strategies

Unit 2.3: Concept of Differentiation in Positioning; Positioning Bases.

Unit 3.1: Product (18L)

- 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
- Branding Decisions: Concept, Importance and Strategies
- Packaging and Labelling: Concept and Importance

Unit 3.2: Pricing Decisions

- Concept of Price
- Pricing Objectives
- Determinants of Price
- Pricing Methods (Non-Mathematical treatment): Cost-Based Pricing, Demand-based Pricing, Competitive Pricing, Differential Pricing, Geographical Pricing

Unit 4.1: Promotion (17L)

- 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).

Unit4.2: Distribution

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

Unit 5.1: Marketing of Services**(5L)**

- Services: Concept and Unique Characteristics
- Services Marketing Mix (7 Ps)

Unit 5.2: Business-to-Business Marketing & Relationship Marketing

- Concept of Business-to-Business Marketing (B2B Marketing) and Relationship Marketing.

References:

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