

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: BBA

PRINCIPLES OF MARKETING

Course Code : 24IIBBA01

Semester :III

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- To develop and acquaint students with marketing principles and to encourage them to pursue careers in marketing.
- To educate students about several modern marketing trends.
- To illustrate Marketing's role in society and economy.
- To examine the various decision-making domains within marketing, as well as the tools and strategies utilized by marketing managers to formulate decisions.
- To demonstrate fundamental marketing concepts and to recognize the importance of a marketing perspective.

LEARNING OUTCOMES:

- Understand the concepts and functions of Marketing.
- Analyse Marketing Environment impacting the Business.
- Segment the Market and understand the Consumer's Behaviour
- Describe the 4 P's of marketing and design a Marketing Mix.

UNIT 1: Introduction to Marketing

10 Hrs

Marketing: Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing , E-tailing (Meaning only). Re-marketing strategies.

UNIT 2: Marketing Environment

10 Hrs

Micro Environment – Meaning, Components- The company, suppliers, Marketing Intermediaries, competitors, public and customers;
Macro Environment - Meaning, Components- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment

Unit.3: Market Segmentation and Consumer Behaviour

12 Hrs

Market Segmentation - Meaning, Bases of Market Segmentation, Requisites of Sound Market Segmentation;
Consumer Behaviour – Meaning and Importance, Factors influencing Consumer Behaviour; Consumer Buying Decision Process

Unit.4: Marketing Mix -Product & Pricing

14 Hrs

Marketing Mix - Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion

Product -Meaning & features, Product Classification, Product Line & Product Mix decisions; Product Lifecycle – Meaning & stages in PLC; New Product Development Meaning and steps in NPD; Reasons for Failure of New Product.

Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Pricing

Strategies

Unit.5: Marketing Mix – Promotion & Distribution

14 Hrs

Promotion – Meaning and Significance of Promotion.

Advertising – Meaning and Objectives, Types of Advertisement, Characteristics of an effective Advertisement.

Personal Selling - Meaning and Importance, Characteristics of a Successful Sales person.

Sales Promotion - Meaning, Objectives, Promotional Schemes, Limitations of Promotional Schemes.

Physical Distribution–Meaning and Types of Channels of Distribution, Types of Intermediaries, Factors affecting Channel Selection

Skill Development Activities:

- Design a Marketing Mix for an imaginary product.
- Write the tagline for any five companies/products of your choice.
- Write a note on any five recent promotional schemes used in marketing a product.
- Prepare a chart showing channels of distribution for any product.

Books for References:

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi
3. William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill
4. Bose Biplab, Marketing Management, Himalaya Publishers
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.
8. PN Reddy and Appannaiah, Marketing Management
9. Saxena Rajan,(2017)Marketing Management , Tata McGraw - Hill Publishing Company Ltd., New Delhi. Fifth Edition.

Note: Latest edition of text books may be used.