

# UNDERGRADUATE PROGRAMME IN COMMERCE

## SEMESTER III

### PAPER NO - 7: PRINCIPLES OF MARKETING

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing for the purpose of understanding marketing practices.

**Lectures: 48**

**Unit I: 8 Lectures**

**Introduction:** Nature, scope and importance of marketing; Marketing concepts: Production, Product, Sales, Marketing and Societal; Marketing mix, Marketing environment.

**Unit II: 8 Lectures**

**Consumer Behavior:** Stages of Consumer Decision Making; Factors influencing consumer buying decisions.

**Market Selection:** Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases.

**Unit III: 12 Lectures**

**Product:** Meaning and importance; Product classifications; Concept of Branding, packaging and labeling; After-sales services; Product life-cycle; New Product Development.

**Pricing:** Significance; Factors affecting price of a product; Major pricing policies and strategies.

**Unit IV: 12 Lectures**

**Promotion:** Concept and importance of promotion; Promotion Tools – advertising, personal selling, public relations & sales promotion – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; and Integrated Marketing Communication Approach.

**Distribution:** Channels of distribution - concept and importance; Types of distribution channels; Factors affecting choice of distribution channel; Distribution Logistics.

**Unit V: 8 Lectures**

**Trends in Marketing:** Direct marketing; Services marketing; Green marketing; Relationship marketing; Rural marketing; and Retailing scenario in India.

## **READINGS:**

### **Essential Readings:**

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, *Marketing Management: A South Asian Perspective*, Pearson
2. Palmer, Adrian, *Introduction to Marketing*, Oxford University Press, UK
3. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, *Principles of Marketing*, South Western Publishing, Ohio.

### **Suggested Readings:**

1. Kumar, Arun & N. Meenakshi, *Marketing Management*, Vikas Publications.
2. McCarthy, E. Jerome., and William D. Perreault, *Basic Marketing*, Richard D. Irwin.
3. Pride, William M., and D.C. Ferrell, *Marketing: Planning, Implementation & Control*, Cengage Learning.
4. Chhabra, T.N., *Principles of Marketing*, Sun India Publication.
5. Majaro, Simon, *The Essence of Marketing*, Prentice Hall, New Delhi.
6. Zikmund, William G. and Michael D'Amico, *Marketing: Creating and Keeping Customers in an E-Commerce World*, Thomson Learning.
7. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, *Marketing Concepts and Cases*, Tata McGraw Hill (Special Indian Edition).
8. McCarthy, E. Jerome; Cannon, Joseph P., and William D. Perrault, Jr., *Basic Marketing: A Managerial Approach*, McGraw Hills.

**Note: Latest edition of text book may be used.**