

PRINCIPLES OF MARKETING

| Name of Course | Semester | Core/Elective/Allied/Practical/Project | Course/Paper Code | Course/Paper Title | Credit | Internal Marks | External Marks | External Exam Time Duration |
|----------------|----------|--|-------------------|-------------------------|--------|----------------|----------------|-----------------------------|
| B.B.A. | III | Core | 19BBA304 | Principles of Marketing | 3 | 30 | 70 | 2 ½ Hours |

COURSE OBJECTIVES

The objective of this course is to help the students understand the fundamental concepts and principles of Marketing and Marketing Management. The course will be useful to real understand basic marketing decisions, marketing practices and marketing environment. The topics in the course should be discussed in relations to real marketing practices within and outside India.

COURSE CONTENT

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| Unit - 1 | Introduction to Modern Marketing |
| | Concept, meaning, nature and Importance of marketing management. Concepts of marketing-Exchange, product, production, selling, marketing and societal marketing concepts. Difference between marketing-selling- societal marketing concept. Marketing Mix – meaning, elements and factors affecting marketing mix. |
| Unit – 2 | STP – Segmentation, targeting and positioning. |
| | Market segmentation – Concept, objectives, significance and bases for segmenting consumer market (consumer characteristics and product characteristics approach) and Industrial market. Marketing targeting – concept of market targeting and target marketing, strategies of targeting. Positioning – concept, process. |
| Unit - 3 | Consumer Behaviour |
| | Concept, Importance, Factors affecting consumer behavior (Cultural, Social, personal and psychological factors), Buying decision process – meaning, stages and managerial Implications. |
| Unit – 4 | Marketing Environment and study of competitors |
| | Marketing Environment – Concept, factors and variables. Online Marketing – concept, process, benefits and limitations Green Marketing – Concept, Green Marketing Mix, Efforts and Importance Analyzing Competition – Concept and Importance. Process of analyzing competition, detailed study of marketing strategies for Market Leader, market challengers, Market followers and Market Nichers. |
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REFERENCES

- R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi, 2015
- Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, Marketing Management, 14th edition, Person education, New Delhi, 2012
- S.A. Sherlekar, Marketing Management, Himalaya Publishing House, Mumbai, India, 2009
- V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
- John Quelch, and Kasturi Rangan, Marketing Management: Text and Cases, Tata McGraw-Hill, New Delhi, 2005
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- R. Shrinivasan, Case studies in Marketing, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012