



Course Title: Principles of Marketing

Course Level: UG

Course Code: MKTG101

Credit Units: Three

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	-	-	-	3

Course Objectives: The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing. The focus will be both on developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities.

Pre-requisites: Nil

Student Learning Outcomes:

By the end of the course students will be able to:

- Identify and relate to the importance of marketing in the success of a company.
- Describe and analyse the opportunities and challenges inherent in marketing environment.
- Apply product, pricing, distribution and communication strategies to bear positive results.

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to Marketing	20
Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, various marketing management philosophies, Relationship between Marketing and Strategic Planning	
Module II: Analyzing Marketing Opportunities and Understanding Consumers	20
Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, Buying Behaviour for Consumer Markets and Industrial Markets, Buying Decision Process and Factors Affecting Buyer Behaviour,	

Consumer Adoption Process.	
Module III: Segmentation, Targeting and Positioning	20
Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.	
Module IV: Product and Pricing Strategies	20
Product: Concept & Levels Classification of Products: Consumer and Industrial Product Mix Product Line Decision Product Life Cycle and various strategies New Product Development: Challenges & Process Packaging & Labeling: Concept & Importance Introduction to various objectives of pricing, Pricing Process. Understanding various pricing strategies and their application.	
Module V: Distribution and Marketing Communication Mix	20
Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics. The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications.	

Pedagogy for Course Delivery:

This course will consist of blend of theoretical concepts and practical applications through lectures, tutorials, case studies, projects and presentations. In addition to discussing case studies instructor will spend considerable time in developing deep insight to various concepts of Marketing through group discussions.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Presentation	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Marketing Management – A South Asian Perspective; Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Pearson Education. ISBN: 9788131767160
- Marketing Management: A Strategic Decision – Making Approach; V.S. Ramaswamy and S. Namakumari. Tata McGraw Hill Education India. ISBN: 9781259026416
- Principles of Marketing South Asian Perspective; Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, Pearson Education. ISBN: 9788131731017
- Marketing Management, Rajan Saxena. Tata McGraw Hill. ISBN: 9780070144910

Magazines:

- Pitch
- 4 P's