



Course Title: Principles of Marketing – I

Course Level:UG

Course Code: MKTG102

Credit Units:Three

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- To give students elementary knowledge of concepts in the domain of Marketing
- Develop and imbibe in students Principles of Marketing & establish an appreciation of contemporary realities
- This paper will give students a Bird's Eye view about the marketing environment that intends to make a strong foundation for the given domain and will help students to reason out the logic behind various decisions are taken in organization.
- It is the first step towards grooming up to a successful Marketing Manager.

Pre-requisites:

This course is deliberated for aspiring marketing managers. Essential skill set, in terms of knowledge of the marketing environment, coping up with the ever changing business atmosphere, and taking prompt yet effective decisions, will be dawned upon students undertaking this course. The prerequisite for this course is that students should be aware and sentient about the happenings in the business world, so that when the course is taught they can relate to the practical aspects of the theoretical concepts and develop a comprehensive understanding about the course. This will give a holistic view to the said course and will facilitate better understanding of the course.

Student Learning Outcomes:

- Students who successfully complete this course will have first hand knowledge about impact of various marketing activities on creating customer satisfaction and customer loyalty.

- By the end of the course students will be able to analyze consumer behavior and will be in a position to develop marketing strategies to influence consumer buying behavior. In addition to this the course will act as a launch pad for students for various courses they will study in coming semesters.

Course Contents/Syllabus:

	Weightage (%)
Module I - Introduction to Marketing	
<p>Descriptors/Topics</p> <p>Meaning of marketing Core concepts of marketing Evolution of Marketing Marketing Management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept Elements of Marketing Mix The newer definitions of marketing- Societal Marketing and Relationship Marketing. Role of Marketing in the changing business environment Value Chain: Concepts & Elements Delivering Customer Value Customer Satisfaction & Customer Delight</p>	20
Module II – Strategic Planning	
<p>Descriptors/Topics</p> <p>Internal and External Marketing Environment Analysis Introduction to Marketing Information System and Marketing Research SWOT Analysis BCG matrix GE 9 cell model Intensive growth strategies Introduction to Strategic Planning with marketing perspective Marketing process Marketing Plan.</p>	20
Module III – Segmentation, Targeting and Positioning	

<p>Descriptors/Topics</p> <p>Concept of Market Segmentation Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.</p>	<p>20</p>
<p>Module IV – Consumer Buying Behavior</p>	
<p>Descriptors/Topics</p> <p>Buying Behavior for Consumer Markets Various Buying Roles</p> <p>Buying Behavior for Industrial Markets Types of Buying Situations Buying Decision Process Factors Affecting Buyer Behavior Diffusion of Innovation and Consumer Adoption Process.</p>	<p>20</p>
<p>Module V Emerging Marketing Paradigms</p>	
<p>Descriptors/Topics</p> <p>Concept of E-marketing Glocal marketing Mobile marketing Kiosk marketing Green marketing Tele marketing Multi level marketing Rural marketing Event Marketing Cause Related Marketing Experiential Marketing</p>	<p>20</p>

Pedagogy for Course Delivery:

This course will be taught with the right blend of theoretical concepts and practical applications through case studies, projects and presentations. Students will be encouraged to read business papers and be abreast with business happening so that they can relate to the concepts taught. The course instructor will spend considerable time in developing deep insight to various concepts of Principles of Marketing through group discussions and debating sessions.

Lab/ Practicals details, if applicable: NA

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	Project	Case Study Presentation	Attendance	
Weightage (%)	10%	10%	10%	5%	70%

Text & References:

- Kotler, Keller, Koshy, Jha, (2009), Marketing Management – A South Asian Perspective(13th Edition), Pearson India Pvt.
- Ramaswamy V S, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.
- Rajan Saxena, (2010) , Marketing Management,Tata McGraw Hill
- Armstrong , Kotler , Agnihotri , Haque, “*Principles of Marketing South Asian Perspective*”, 13th Edition , Pearson Education.
- Bains , Fill , Page ,Sinha, “*Marketing Asian Edition*”, Ist Edition ,2013, Oxford University Press.