



**Course Title: Principles of Marketing – II**

**Course Level:UG**

**Course Code: MKTG103**

**Credit Units:Three**

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

**Course Objectives:**

The objective of the course is to give students detailed exposure to the strategic components of marketing program being used by business organizations to achieve their marketing objectives. The course also intends to give students basic knowledge about the Global market place.

**Pre-requisites:**

The student must have studied Principles of Marketing – I as this course is an extension of the later.

**Student Learning Outcomes:**

By the end of the course students will have thorough knowledge about Marketing Mix decisions. They will develop an aptitude for assessing the market/business environment and accordingly designing effective marketing programs. Successful completion of the course will enable them to judge customer expectations and implement product, pricing, distribution and communication strategies to bear positive results. It will also help them to analyze various cases and will equip them to come out with plausible solutions.

**Course Contents/Syllabus:**

	Weightage (%)
<b>Module I – Product Strategy &amp; Brand Management</b>	
<b>Descriptors/Topics</b>	
Product: Concept & Levels Classification of Products: Consumer and Industrial Strategies for different types of Consumer Products & Product Differentiation	25

Product Mix Product Line Decision Product Life Cycle and various strategies New Product Development: Challenges & Process Packaging & Labeling: Concept & Importance Concept of Brand, Brand Equity Brand Positioning & Branding Strategies Celebrity Endorsement Brand Loyalty	
<b>Module II - Pricing Considerations and Strategies</b>	
<b>Descriptors/Topics</b>  Introduction to various objectives of pricing Pricing Process Adapting the price: Concept of Geographical Pricing, Promotional Pricing, and Discriminatory Pricing. Understanding various pricing strategies and their application.	<b>20</b>
<b>Module III – Distribution and Logistics Decision</b>	
<b>Descriptors/Topics</b>  Nature of Marketing Channels Channel Functions and Flows Channel Design and Management Decisions Channel Dynamics Introduction to Wholesaling, Retailing and Logistics	<b>25</b>
<b>Module IV - Deciding on the Marketing Communications Mix</b>	
<b>Descriptors/Topics</b>  The process of deciding the Marketing communication mix Marketing communication budget Introduction to various elements of integrated marketing communications: concept and tools of: advertising, public relations, sales promotion, direct marketing, personal selling: concept and process	<b>15</b>
<b>Module V - Introduction to Global Market Place</b>	

<b>Descriptors/Topics</b>  Challenges and opportunities of Globalization. Factors governing entry into foreign markets Marketing Mix for Global Markets Trends in international marketing	<b>15</b>
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**Pedagogy for Course Delivery:**

This course will be taught with the right blend of theoretical concepts and practical applications through lectures, tutorials, case studies, projects and presentations. Live cases will be picked up from sources like Agency FAQs & Brand Equity and students will be expected to analyze their situation and make presentations propounding solutions for the same. Stress will be laid on giving practical knowledge to students by showing them video cases so that they learn the application of theoretical concepts taught to them. Assignments will be given on designing product, pricing, distribution and communication programs.

**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	Presentation	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

**Text & References:**

- Kotler Philip, Keller Lane Kevin, Koshy Abraham, Jha Mithileshwar, 14<sup>th</sup> Edition, Pearson Education.
- Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.
- Armstrong , Kotler , Agnihotri , Haque, “*Principles of Marketing South Asian Perspective*”, 13<sup>th</sup> Edition , Pearson Education.
- Saxena , “*Marketing Management*” , 4<sup>th</sup> Edition,2009,Mc Graw Hill Education.
- Bains , Fill ,Page ,Sinha, “*Marketing Asian Edition*”, Ist Edition ,2013, Oxford University Press.