

COMMERCE: MANAGEMENT

SEMESTER – 1 st	<i>MAJOR / MINOR COURSE</i>
COM122M3: COMMERCE (PRINCIPLES OF MARKETING)	CREDITS: THEORY: 04 PRACTICAL / TUTORIAL: 02

Course Description:

This is core course of 06 credits (01 credit for each unit with last two units as tutorials). This course is designed to provide a wider perspective on the Principles of Marketing to help decision-making in various business settings. The course will cover the Evolution of Marketing Concepts, Consumer Behaviour and Market Segmentation. Besides, the course will also focus on Marketing-mix variables and Strategies. The course will divulge in detail each element of market mix variable, i.e., Product, Price, Placement and Promotion.

Course Objectives:

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Learning Outcomes:

After completing this course, the student is expected to:

LO1: develop basis understanding of marketing concepts.

LO2: develop an understanding and importance of consumer behavior and market segmentation for effective managerial decisions.

LO3: understand the practical implication of product and price related decisions.

LO4: improve their understanding related to channel structure and promotional decisions.

Curriculum Details:

Unit– 1

(Marks

: 15)

Marketing: Nature, Scope and Importance; Marketing Concepts; Selling v/s Marketing; Concept of Marketing mix. Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour. Market segmentation: Concept, Importance and Bases.

(Knowledge, Comprehension)

Unit– II

(Marks:15)

Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product life-cycle; New Product Development Process; Pricing: Significance; Factors affecting price of a product; Pricing policies and strategies.

(Knowledge, Comprehension)

Unit– III**(Marks:15)**

Distribution Channels: Meaning and Importance; Types of distribution channels; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers.

(Knowledge, Comprehension)

Unit -IV**(Marks:15)**

Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion; Factors affecting promotion mix decisions.

(Knowledge, Comprehension)

Unit – V and Unit – VI (Internal Assessment: Tutorial/Practical)
(Marks:30)

Concerned Teacher to identify a case study from Unit–1, Unit-2, Unit-3 and Unit-4 and the Student would analyze the Case and make a presentation of the case.

Each student, at the instructions of the concerned teacher, will submit an assignment and deliver a presentation on the case assigned to him/her.

Suggested Readings:

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and EhsanulHaque. *Principles of Marketing. 13th edition. Pearson Education.*
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education*
3. William D. Perreault, and McCarthy, E. Jerome., *Basic Marketing. Pearson Education.*
4. Majaro, Simon. *The Essence of Marketing. Pearson Education, New Delhi.*
5. *The Consumer Protection Act 1986.*
6. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective. Cengage Learning.*
7. Dhruv Grewal and Michael Levy, *Marketing, McGraw Hill Education.*
8. Chhabra, T.N., and S. K. Grover. *Marketing Management. Fourth Edition. Dhanpat Rai & Company.*
9. Neeru Kapoor, *Principles of Marketing, PHI Learning*
10. Rajendra Maheshwari, *Principles of Marketing, International Book House*

Note: Latest editions of text books may be used