

COMMERCE: MANAGEMENT

SEMESTER – 1st	MAJOR COURSE
MGT122J: PRINCIPLES OF MARKETING (MANAGEMENT - COMMERCE)	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 behaviour 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

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

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

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

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)

TUTORIAL/PRACTICAL (2 CREDITS)

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

Concerned Teacher to identify a case study from Unit–1, Unit-2, Unit-3 and Unit-4 and the Student would analyse 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 Ehsanul Haque. 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