

Course No.: 504

PRINCIPLES OF MARKETING(PMTG IX)
FOR B.COM GENERAL AND MARKETING, INT. BUSINESS, E-COMMERCE, AND
HRM)

Hours: 40

Marks: 80

Objective: The objective in this course is to help students to understand the concept of marketing and its applications.

Course Contents

UNIT-I: Introduction: Nature and scope of marketing; Importance of marketing; Marketing concepts- traditional and modern; Marketing mix; marketing environment.
20: 10 hrs

UNIT-II: Consumer behavior and market segmentation, meaning and significance of consumer behaviors ;Market segmentation- meaning and importance ; Bases for market segmentation.
20: 10 hrs

UNIT-III: Product: Concept of product; Product planning and development; Packaging-role and functions; Brand name and trade mark; after sales service. Price: Importance of price in the marketing mix; factors affecting price of product/service.
20: 10 hrs

UNIT-IV: Promotion: Meaning, needs and importance of promotion; Methods of promotion. Distributions Channels and Physical Distribution channels; Factors affecting choice of a distribution channel.
20: 10 hrs

Text and Reference Books:

- 1.Philip Kotler: Marketing Management, Prentice Hall, New Delhi.
- 2.Sontakki C.N: Marketing Management, Kalyani Publishers, New Delhi.
- 3.Evans: Marketing Management, Cengage Learning India Pvt. Ltd., Delhi
- 4.Sharlekar: Marketing Management, Himalaya publishing, New Delhi.
- 5.Dabur: Marketing Management, S. Chand, New Delhi.
- 6.Cotler: A Framework for Marketing Management, Pearson, New Delhi.