Principles of Marketing

Semester — Il Subject Code: BB21502 Lectures: 48

Objectives: The course is designed to equip students

- To study, understand and analyze the basic concepts of marketing. How it has evolved during the time? What can be marketed and How it can be marketed?
- To cater the needs of marketing industries.

Unit 1: Understanding Marketing / Defining Marketing for the 21 st Century

No. of Lects.14

04

Marketing — Definitions, Objectives, Importance and Scope

 Contemporary Marketing Thinkers- Philip Kotler, Sam Walton, Bill Gates, Steve Jobs

08

- Core Concepts
 - -Needs, Wants and Demands,
 - -Marketing Channels, Logistics and Supply Chain
 - -Marketing Environment- Meaning, Internal and External -

Competition

- -Target markets, Positioning and Segmentation,
- -Offerings and Brands

02

-Value and Satisfaction



Members Present:

Sign:

1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University, Pune 2) Dr.

Varsha Deshpande- Faculty, BMCC College, Pune 3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune

- 4) Ms. Sushma Joshi Industrial Expert, Symantec, Pune
- 5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune 6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune
- 7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune
- 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune

Auga 24/4/11
Auga 24/4/11
Auga 24/4/11
augurable 24

ı of2

Unit 2: Contemporary Market Trends

No. of Lects. 12

03

• Service Marketing: 7P's of services marketing, characteristics, importance of services marketing

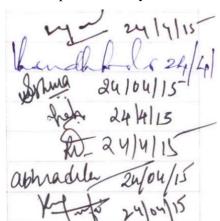
St. Mira's College For Girls

 Rural Marketing: Meaning, feature & importance of rural marketing, Difficulties in rural marketing improvement of Rural Marketing. 	03
Retail marketing	02
Digital marketing meaning, importance	02
Green marketing with examples from the Industry/Sustainable Marketing	02
Unit 3: Understanding Consumer Behaviour	No. of Lects.06
	04
 Understanding Consumer markets — The organizational Buyers and the Final Consumers. 	
• Factors influencing Consumer Behaviour.	02
Unit 4: Market Mix	No. of Lects. 16
Meaning, importance of marketing mix	
a. Product mix: concept of a product, product characteristics: intrinsic and	
extrinsic, PLC, Product simplification, product elimination, product diversification, new	04
product development	
b. Price mix: meaning, element, importance of price mix, factors influencing pricing, pricing methods	04
c. Place mix: meaning and concepts of channel of distribution, types of	
channel of distribution or intermediaries, Factors influencing selection of channels, types	04
of distribution strategies and supply chain management-Concept.	
d. Promotion mix: meaning, elements of promotion mix: advertising: meaning,	
definitions, importance and limitations of advertising, types of media, concept of	04
media mix, Brand Management	
Members Present : Sign 1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune 2) Dr. Varsha Deshpande- I	
1) Dr. Sanjay Kaptan- 11.0.D Commerce -S r rune omversity, rune 2) Dr. Varsha Desnipande-	racuity, DIVICC

3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune

4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune

- 5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune 6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune
- 7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune
- 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune



2 of2

Reference Books:

College, Pune

- I . Marketing Management- A south Asian Perspective by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha
- 2. Marketing Management By Philip Kotler.
- 3. Marketing Management Cravens By Hills Woodruff
- 4. Marketing A Managerial Introduction By Gandhi

St. Mira's College For Girls

- 5. Marketing Information System By Davis Olsan
- 6. Consumer Behavior By Schiffman Kanuk

Members Present:

Sign:

- 1) Dr.Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune
- 2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune
- 3) Dr. Vasudha Joshi Faculty, Ness Wadia College of Commerce, Pune
- 4) Ms. Sushma Joshi Industrial Expert, Symantec, Pune
- 5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune
- 6) Dr. Rama Venkatachalam St. Mira's College for Girls, Pune
- 7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune
- 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune

24/04/15 Delso 24/4/15 Delso 24/4/15 Delso 24/4/15 Delso 24/4/15 Delso 24/4/15 Delso 24/4/15 Delso 24/4/15