

# Principles of Marketing

Semester — II

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<sup>st</sup> Century

No. of  
Lects.14

- Marketing — Definitions, Objectives, Importance and Scope
- Contemporary Marketing Thinkers- Philip Kotler, Sam Walton, Bill Gates, Steve Jobs
- 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
  - Value and Satisfaction

04

08

02



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

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Unit 2: Contemporary Market Trends

No. of  
Lects. 12

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

03

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- 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

- Understanding Consumer markets — The organizational Buyers and the Final Consumers. 04
- 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 product development 04
  - 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 of distribution strategies and supply chain management-Concept. 04
  - d. Promotion mix: meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media, concept of media mix, Brand Management 04

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- 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune

Handwritten signatures and dates of the members present, including names like 'Sushma', 'Neha', 'Abhradita', and 'Kubra' with dates such as '24/4/15'.



Reference Books:

1. 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

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

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*SJS*  
*Sanjay Kaptan* 24/4/15  
*Varsha Deshpande* 24/4/15  
*Vasudha Joshi* 24/4/15  
*Sushma Joshi* 24/4/15  
*Neha Mirwani* 24/4/15  
*Rama Venkatachalam* 24/4/15  
*Abhradita Chatterjee Nahvi* 24/4/15  
*Kubra Wafai* 24/4/15