

PRINCIPLES OF MARKETING
PRINCIPLES OF MARKETING
[CORE COURSE]

Semester: II	Credits: 3	Subject Code: BB22002	Lectures: 48
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Course Outcomes:

At the end of this course the learner will be able to,

- Identify the role of marketing in organizations and society.
- Construct their marketing and branding skills
- Apply their mind to environment of marketing
- Analyze consumer behavior.
- Demonstrate their skills in the fields of pricing and promotion mix.

Unit 1: Concepts and functions of Marketing	14
<ul style="list-style-type: none">• Marketing concepts, Core Concepts<ul style="list-style-type: none">○ Needs, Wants and Demands,○ Target markets, Positioning and Segmentation, -○ Offerings and Brands○ Value and Satisfaction○ Marketing Channels○ Supply Chain○ Competition○ Marketing – Objectives, Importance and Functions of Marketing• Various Approaches of marketing• Branding<ul style="list-style-type: none">○ Introduction○ Definition of a Brand○ Development of a Brand○ Types of Brands○ Importance of Brands and Branding○ Merits and Demerits of Branding,○ Brand Equity – Concept	
Unit 2: Marketing Environment and Market Segmentation	08
<ul style="list-style-type: none">• Marketing environment<ul style="list-style-type: none">○ Meaning Internal and External factors influencing Marketing environment○ Political, Social, Economic, International Technological Multi-Cultural Environment• Marketing Segmentation<ul style="list-style-type: none">○ Concepts○ Importance○ Types of segmentation	

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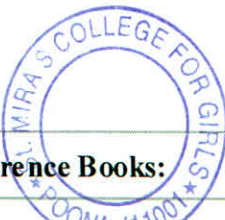
Unit 3: Classifications of Markets and understanding Consumer Behaviour	14
<ul style="list-style-type: none"> • Conventional Classification of Markets. • 7P's of Services Marketing its main features importance, growth functions. • Rural marketing features and its contribution to Indian economy <ul style="list-style-type: none"> ○ Problems and measures to improve • Understanding Consumer Behaviour <ul style="list-style-type: none"> ○ Understanding Consumer Markets- The Organizational Buyers and the Final Consumers. ○ Factors influencing Consumer Behaviour • Recent trends in Marketing <ul style="list-style-type: none"> ○ Green Marketing concepts ○ Digital Marketing ○ Virtual Marketing ○ Hybrid Marketing ○ Relationship Marketing ○ Strategies for Customer Retention 	
Unit 4: Constituents of Marketing Mix	12
<ul style="list-style-type: none"> • Marketing Mix <ul style="list-style-type: none"> ○ Meaning, Scope and Importance of marketing mix • Product mix <ul style="list-style-type: none"> ○ Concept of a product, product characteristics Intrinsic and extrinsic, Product Life Cycle • Price mix <ul style="list-style-type: none"> ○ Meaning, elements, importance of price mix, factors, influencing Pricing, Pricing methods • Place mix <ul style="list-style-type: none"> ○ Meaning, Concept of Channels of Distribution or Intermediaries • Promotion mix <ul style="list-style-type: none"> ○ Meaning, Definitions, Importance and limitations of advertisement • People mix <ul style="list-style-type: none"> ○ Meaning and Concept, Elements, Importance • Process mix <ul style="list-style-type: none"> ○ Stages, Meaning & Importance • Physical evidence <ul style="list-style-type: none"> ○ Meaning, Importance and Components 	

Recommended Text Books:
<ul style="list-style-type: none"> • C B Gupta, <i>Essentials of Marketing Management</i>, Sultan Chand and Sons , 2018 • Shrinivas Joshi ,<i>Principles of Marketing, BBA (Pune) Sem-II</i>, Author ; Vision Publications • Dr. Londhe Babasaheb Mahadev, Dr. Anjali Kalkar, Dr. Preeti Mahesh Kulkarni <i>Principles of Marketing, BBA (Pune) Sem II</i>, Thakur Publication , 2019 • Dr Shaila Bootwala <i>Principles of Marketing, BBA (Pune)Sem II</i>, , Nirali Prakashan 2019

#12 hours for Library work, practical or field work or research purposes

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Reference Books:

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, *Marketing Management- A south Asian Perspective* Pearson, 2015
- Philip Kotler, *Marketing Management*, By Philip Kotler, 2015
- Arun Kumar, *Marketing management* by, Vikas Publishing House (2016)
- Philip Kotler & Keven Lane Keller, *Marketing Management*, Pearson India-2019
- Schiffman – Kanuk, *Consumer Behavior*, Pearson 1994

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Faculty	Mrs. Kajal Jaisinghani	
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Industry Expert	Mr. Sitesh Thadhani	
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