

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 21st Century

**No. of
Lects.14**

- | | |
|--|----|
| • Marketing – Definitions, Objectives, Importance and Scope | 04 |
| • 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
-Value and Satisfaction | 02 |



Members Present :

- 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

Sign :

Sanjay Kaptan

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

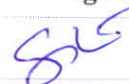
Unit 2: Contemporary Market Trends	No. of Lects.12
<ul style="list-style-type: none"> Service Marketing: 7P's of services marketing, characteristics, importance of services marketing Rural Marketing: Meaning, feature & importance of rural marketing, Difficulties in rural marketing improvement of Rural Marketing. Retail marketing Digital marketing meaning, importance Green marketing with examples from the Industry/Sustainable Marketing 	<p>03</p> <p>03</p> <p>02</p> <p>02</p> <p>02</p>
Unit 3: Understanding Consumer Behaviour	No. of Lects.06
<ul style="list-style-type: none"> Understanding Consumer markets – The organizational Buyers and the Final Consumers. Factors influencing Consumer Behaviour. 	<p>04</p> <p>02</p>
Unit 4: Market Mix	No. of Lects.16
<ul style="list-style-type: none"> Meaning, importance of marketing mix <ul style="list-style-type: none"> a. Product mix: concept of a product, product characteristics: intrinsic and extrinsic , PLC, Product simplification, product elimination, product diversification , new product development b. Price mix : meaning, element , importance of price mix , factors influencing pricing , pricing methods 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. 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 	<p>04</p> <p>04</p> <p>04</p> <p>04</p>

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	<i>Handwritten signature</i> 24/4/15
4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune	<i>Sushma Joshi</i> 24/04/15
5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune	<i>Neha</i> 24/4/15
6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune	<i>R.V.</i> 24/4/15
7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune	<i>Abhradita</i> 24/04/15
8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune	<i>Kubra Wafai</i> 24/04/15



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
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	V. Deshpande 27/4/15
3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune	V. Joshi 24/4/15
4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune	S. Joshi 24/04/15
5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune	N. Mirwani 24/4/15
6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune	R. Venkatachalam 24/4/15
7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune	A. Chatterjee Nahvi 24/04/15
8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune	K. Wafai 24/04/15

