

B.Com. (Hons.): Semester-IV  
GE-2

**BCM473: FUNDAMENTALS OF MARKETING**

<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Lectures: 4 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 5	Attendance – 12 Marks
	End Semester Exam – 70 Marks

**Course Objective**

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

- CO1: learn the basic concepts and principles of marketing and to develop their conceptual skill to be able to manage marketing operations of a business firm.
- CO2: understand the complexities involved in various targeting and positioning decisions.
- CO3: take effective decisions for launching new products and to understand the implications of different pricing strategies.
- CO4: develop the skills to design the promotion-mix strategies.
- CO5: familiarize about the current trends in marketing to take proactive measures while taking marketing decisions.
- CO6: evaluate market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.

**Unit I: Introduction**

Marketing: Meaning, Nature, Scope and Importance; Marketing Philosophies; Marketing Mix; Marketing Environment- Concept and need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors- demographic, economic, natural, technological, politico-legal and socio-cultural.

**Unit II: Consumer behaviour and Market Selection**

Need for studying consumer behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Segmentation- concept, importance, levels and bases of segmenting consumer markets; Market Targeting- concept and factors affecting the choices for market targeting. Product Positioning- concept and bases. Product differentiation- concept and bases.

**Unit III: Product and Pricing Decisions**

Concept and classification; Levels of Product; Product-mix dimensions; Branding- concept, functions and qualities of good brand name; Packaging and Labeling- concept and functions; Product support services; New product development process. Concept and objectives of pricing decisions; Factors affecting price of a product; Pricing methods; Pricing strategies.

**Unit IV: Distribution and promotion Decisions**

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Channels of distribution- meaning and importance; types of distribution channels and their functions; Factors affecting choice of distribution channel; Distribution logistics- concept, importance and major logistics decisions. Wholesaling and retailing. Nature and Importance of Promotion; Promotion mix concept and distinctive characteristics of advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix decisions.

**Unit V: Developments in Marketing**

Relationship Marketing; Sustainable Marketing; Rural marketing; Social marketing; Digital marketing; Legal Issues in marketing- The Consumer Protection Act, 2019; Ethical issues in marketing.

**Suggested Readings**

- Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition.
- Sharma, K., & Swati Aggarwal. (2018). Principles of Marketing. Taxmann's.
- The Consumer Protection Act, 2019.

**Additional Readings**

- Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). McGraw-Hill.
- Grewal, D. & Levy, M. (2017). Marketing (5th ed.). McGraw-Hill Education.

Note: Latest edition of readings may be used.

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