

B.Com.: Semester-I GE-1 BCR132: FUNDAMENTALS OF MARKETING	
Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

The objective of this course is to orient the students about business and its functional area - marketing and 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: familiarize with the basic concepts and principles of marketing and to develop their conceptual skills to be able to manage marketing operations of a business firm.
- CO2: discuss and make the students understand the complexities involved in various targeting and positioning decisions.
- CO3: equip the students to take effective decisions for launching new products and to understand the implications of different pricing strategies.
- CO4: develop the skills among students to enable them to design the promotion-mix strategies.
- CO5: develop skills to understand the current global and digital aspect of marketing.
- CO6: make the students aware about the current trends in marketing to enable them to take proactive measures while taking marketing decisions.

Unit I: Introduction
Market- Meaning, types and structures; 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: Understanding Consumer behaviour and Target Market Selection
Need for studying consumer behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions; Market segmentation: concept, importance and bases of segmenting consumer markets; Market Targeting: concept and factors affecting the choices for market targeting; Product Positioning; concept and bases.
Unit III: Product and Pricing Decisions
Concept and classification; Levels of Product; Product mix decision -concept; Branding- concept and functions; Packaging and Labelling- 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

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 text books shall be used.

Department of Commerce
Faculty of Management
Invertis University, Bareilly (U.P.)


Dean Academics
Faculty of Management
Invertis University, Bareilly (U.P.)

Registrar
Invertis University
Bareilly