

B.Com.: Semester-III GE-2 BCR331: PRINCIPLES 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 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: develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.
- CO2: understand the dynamics of consumer behaviour and process of market selection through STP stages.
- CO3: understand and analyze the process of value creation through marketing decisions involving product development.
- CO4: understand and analyze the process of value creation through marketing decisions involving product pricing and its distribution.
- CO5: understand and analyze the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm.
- CO6: able to apply and develop marketing strategy and plans.

Unit I
Introduction: Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment; Micro and Macro environmental factors. Consumer Behaviour – An Overview; Consumer buying process; Factors influencing consumer buying decisions.
Unit II
Market Selection: Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. Market segmentation. Product: Meaning and importance, product classifications; concept of product mix; branding, packaging and labelling; after-sales services; product life-cycle; new product development.
Unit III
Pricing: Significance; Factors affecting price of a product; major pricing methods; Pricing policies and strategies. Promotion: Nature and importance of promotion; promotion tools: advertising, personal selling, public relations; sales promotion and publicity – concept and their distinctive characteristics; promotion mix; factors affecting promotion mix decisions; and integrated marketing communication approach.

Unit IV

Distribution: Channels of distribution - meaning and importance; types of distribution channels; wholesaling and retailing; factors affecting choice of distribution channel; distribution logistics, meaning, importance and decisions.

Unit V

Retailing: Types of retailing – store based and non- store based retailing, chain stores, speciality stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: a changing scenario.

Recent developments in marketing: Social Marketing, Online Marketing, Direct Marketing, Services Marketing, Green Marketing, Relationship Marketing, Rural marketing.

Suggested Readings

- Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Education.
- Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK
- Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio
- Chhabra, T.N., Principles of Marketing, Sun India Publication.
- Kumar, Arun & N. Meenakshi, Marketing Management, Vikas Publications.
- (Hindi and English)
- McCarthy, E. Jerome., and William D. Perreault, Basic Marketing, Richard D. Irwin.
- Pride, William M., and D.C. Ferrell, Marketing: Planning, Implementation & Control, Cengage Learning.
- Majaro, Simon, The Essence of Marketing, Prentice Hall, New Delhi.
- Zikmund, William G. and Michael D'Amico, Marketing: Creating and Keeping Customers in an E-Commerce World, Thomson Learning.
- Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
- McCarthy, E. Jerome; Cannon, Joseph P., and William D. Perrault, Jr., Basic Marketing: A Managerial Approach, McGraw Hills.

Note: Latest edition of readings may be used.

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