

## MC 302: PRINCIPLES OF MARKETING

### Course Objective:

This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.

### Learning Outcomes:

Students will be able to

1. Understand the concept of marketing and related concepts.
2. An in-depth understanding to various elements marketing mix for effective functioning of an organization.
3. Learn some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.

### Course Contents:

#### Unit I

(3 Weeks)

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Portfolio approach – Boston Consulting Group (BCG) matrix.

#### References:

Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson, [Chapter 2,3,9]

Kotler, P. & Keller, K. L.: Marketing Management, Pearson. – [Chapter 1,23].

#### Unit II

(4 Weeks)

Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling.

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### References:

Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. – [Chapter 7,9,8]

Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (15<sup>th</sup> Edition) – Chapter 12

### Unit III

(3 Weeks)

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools –Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers.

### References:

Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. – [Chapter 10,11,12,16,13,14,15]

Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (15<sup>th</sup> Edition) – [Chapter 16,20,21,22].

### Unit IV

(2 Weeks)

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps.

### References:

Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. – [Chapter 8]

### Text Books:

1. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
2. Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (15<sup>th</sup> Edition)

## **PRINCIPLES OF MARKETING**

### **Additional Readings:**

1. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.

### **Teaching Learning Process:**

Lectures, Presentations, Case studies, Test/Quiz, Term paper on a given topic

### **Assessment Methods:**

Internal assessment 25 marks

Written exam 75 marks

### **Keywords:**

Consumer, Segmentation, Targeting, Positioning, Product, Price, Promotion, Place.