

B.COM. (HONS.): SEMESTER - IV	CORE – 11: BCH520C1: PRINCIPLES OF MARKETING
CREDITS: THEORY: 4; TUTORIAL: 2	MARKS: THEORY: 60; TUTORIAL: 30
	TOTAL MARKS: 90

PRINCIPLES OF MARKETING

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

CONTENTS (THEORY):

Unit – 1 **(Marks: 15)**
Marketing: Nature, Scope and Importance; Marketing Concepts; Selling v/s Marketing; Concept of Marketing mix.
Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.
Market segmentation: Concept, Importance and Bases.

Unit – 2 **(Marks: 15)**
Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product life-cycle; New Product Development Process;
Pricing: Significance; Factors affecting price of a product; Pricing policies and strategies.

Unit – 3 **(Marks: 15)**
Distribution Channels: Meaning and Importance; Types of distribution channels; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers;

Unit - 4 **(Marks: 15)**
Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion; Factors affecting promotion mix decisions.

TUTORIAL Unit – 5 and Unit – 6 **(Marks: 30)**

Concerned Teacher to identify a case study from Unit – 1, Unit – 3 and Unit – 4.

Each student, at the instructions of the concerned teacher, will submit an assignment and deliver a presentation on the case assigned to him/her.

Suggested Readings:

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. *Principles of Marketing. 13th edition. Pearson Education.*
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education*
3. William D. Perreault, and McCarthy, E. Jerome., *Basic Marketing. Pearson Education.*
4. Majaro, Simon. *The Essence of Marketing. Pearson Education, New Delhi.*
5. *The Consumer Protection Act 1986.*
6. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective. Cengage Learning.*
7. Dhruv Grewal and Michael Levy, *Marketing, McGraw Hill Education.*
8. Chhabra, T.N., and S. K. Grover. *Marketing Management. Fourth Edition. Dhanpat Rai & Company.*
9. Neeru Kapoor, *Principles of Marketing, PHI Learning*
10. RajendraMaheshwari, *Principles of Marketing, International Book House*