



PRINCIPLES OF MARKETING
PRINCIPLES OF MARKETING
[CORE COURSE]

Semester: II

Credits: 3

Subject Code: BB22002

Lectures: 48

Course Outcomes:

At the end of this course the learner will be able to,

- Identify the role of marketing in organizations and society.
- Construct their marketing and branding skills
- Apply their mind to environment of marketing
- Analyze consumer behavior.
- Demonstrate their skills in the fields of pricing and promotion mix.

Unit 1: Concepts and functions of Marketing

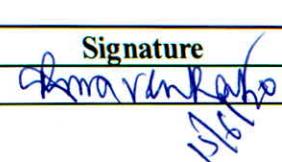
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- Marketing concepts, Core Concepts
 - Needs, Wants and Demands,
 - Target markets, Positioning and Segmentation, -
 - Offerings and Brands
 - Value and Satisfaction
 - Marketing Channels
 - Supply Chain
 - Competition
 - Marketing – Objectives, Importance and Functions of Marketing
- Various Approaches of marketing
- Branding
 - Introduction
 - Definition of a Brand
 - Development of a Brand
 - Types of Brands
 - Importance of Brands and Branding
 - Merits and Demerits of Branding,
 - Brand Equity – Concept

Unit 2: Marketing Environment and Market Segmentation

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- Marketing environment
 - Meaning Internal and External factors influencing Marketing environment
 - Political, Social, Economic, International Technological Multi-Cultural Environment
- Marketing Segmentation
 - Concepts
 - Importance
 - Types of segmentation

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Unit 3: Classifications of Markets and understanding Consumer Behaviour

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- Conventional Classification of Markets.
- 7P's of Services Marketing its main features importance, growth functions.
- Rural marketing features and its contribution to Indian economy
 - Problems and measures to improve
- Understanding Consumer Behaviour
 - Understanding Consumer Markets- The Organizational Buyers and the Final Consumers.
 - Factors influencing Consumer Behaviour
- Recent trends in Marketing
 - Green Marketing concepts
 - Digital Marketing
 - Virtual Marketing
 - Hybrid Marketing
 - Relationship Marketing
 - Strategies for Customer Retention

Unit 4: Constituents of Marketing Mix

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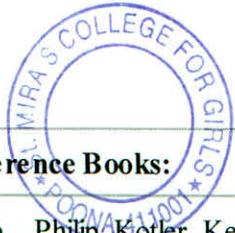
- Marketing Mix
 - Meaning, Scope and Importance of marketing mix
- Product mix
 - Concept of a product, product characteristics Intrinsic and extrinsic, Product Life Cycle
- Price mix
 - Meaning, elements, importance of price mix, factors, influencing Pricing, Pricing methods
- Place mix
 - Meaning, Concept of Channels of Distribution or Intermediaries
- Promotion mix
 - Meaning, Definitions, Importance and limitations of advertisement
- People mix
 - Meaning and Concept, Elements, Importance
- Process mix
 - Stages, Meaning & Importance
- Physical evidence
 - Meaning, Importance and Components

Recommended Text Books:

- C B Gupta, *Essentials of Marketing Management*, Sultan Chand and Sons , 2018
- Shrinivas Joshi ,*Principles of Marketing, BBA (Pune) Sem-II*, Author ; Vision Publications
- Dr. Londhe Babasaheb Mahadev, Dr. Anjali Kalkar, Dr. Preeti Mahesh Kulkarni *Principles of Marketing, BBA (Pune) Sem-II*, Thakur Publication , 2019
- Dr Shaila Bootwala *Principles of Marketing, BBA (Pune) Sem-II*, Nirali Prakashan 2019

#12 hours for Library work, practical or field work or research purposes

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Reference Books:

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, *Marketing Management- A south Asian Perspective* Pearson,2015
- Philip Kotler, *Marketing Management* , By Philip Kotler,2015
- Arun Kumar ,*Marketing management* by, Vikas Publishing House (2016)
- Philip Kotler & Keven Lane Keller ,*Marketing Management*, Pearson India-2019
- Schiffman – Kanuk , *Consumer Behavior*, Pearson 1994

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