

Principles of Marketing

Semester – II

Subject Code: BB21502

Lectures : 48

Objectives: The course is designed to equip students

- To study, understand and analyze the basic concepts of marketing. How it has evolved during the time? What can be marketed and How it can be marketed?
- To cater the needs of marketing industries.

Unit 1: Understanding Marketing / Defining Marketing for the 21st Century

No. of
Lects.14

- Marketing – Definitions, Objectives, Importance and Scope 04
- Contemporary Marketing Thinkers- Philip Kotler, Sam Walton, Bill Gates, Steve Jobs 08
- Core Concepts
 - Needs, Wants and Demands,
 - Marketing Channels, Logistics and Supply Chain
 - Marketing Environment- Meaning, Internal and External
 - Competition
 - Target markets, Positioning and Segmentation,
 - Offerings and Brands
 - Value and Satisfaction
02



Members Present :

- 1) Dr. Sanjay Kaptan- H.O.D Commerce -S P Pune University , Pune
- 2) Dr. Varsha Deshpande- Faculty, BMCC College, Pune
- 3) Dr. Vasudha Joshi - Faculty, Ness Wadia College of Commerce, Pune
- 4) Ms. Sushma Joshi - Industrial Expert, Symantec, Pune
- 5) Ms. Neha Mirwani- Alumni, St. Mira's College for Girls, Pune
- 6) Dr. Rama Venkatachalam - St. Mira's College for Girls, Pune
- 7) Ms. Abhradita Chatterjee Nahvi- St. Mira's College for Girls, Pune
- 8) Ms. Kubra Wafai- St. Mira's College for Girls, Pune

Sign :

1 24/04/15
 Varsha Deshpande 24/04/15
 Neha Mirwani 24/04/15
 Dr. Rama Venkatachalam 24/04/15
 Abhradita Chatterjee Nahvi 24/04/15
 Kubra Wafai 24/04/15

Unit 2: Contemporary Market Trends

**No. of
Lects.12**

- Service Marketing: 7P's of services marketing, characteristics, importance of services marketing 03
- Rural Marketing: Meaning, feature & importance of rural marketing, Difficulties in rural marketing improvement of Rural Marketing. 03
- Retail marketing 02
- Digital marketing meaning, importance 02
- Green marketing with examples from the Industry/Sustainable Marketing 02

Unit 3: Understanding Consumer Behaviour

**No. of
Lects.06**

- Understanding Consumer markets – The organizational Buyers and the Final Consumers. 04
- Factors influencing Consumer Behaviour. 02

Unit 4: Market Mix

**No. of
Lects.16**

- Meaning, importance of marketing mix
 - a. Product mix: concept of a product, product characteristics: intrinsic and extrinsic , PLC, Product simplification, product elimination, product diversification , new product development 04
 - b. Price mix : meaning, element , importance of price mix , factors influencing pricing , pricing methods 04
 - c. Place mix: meaning and concepts of channel of distribution, types of channel of distribution or intermediaries, Factors influencing selection of channels, types of distribution strategies and supply chain management-Concept. 04
 - d. Promotion mix: meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media, concept of media mix, Brand Management 04

Members Present :

Sign :

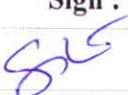
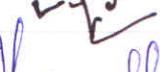
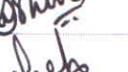
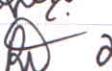
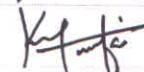
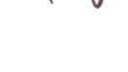
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 Vandana 24/4/15
 Sushma 24/4/15
 Neha 24/4/15
 Rama 24/4/15
 Abhradita 24/4/15
 Kubra 24/4/15

Reference Books:

1. Marketing Management- A south Asian Perspective by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha
2. Marketing Management By Philip Kotler.
3. Marketing Management Cravens By Hills – Woodruff
4. Marketing – A Managerial Introduction By Gandhi
5. Marketing Information System By Davis – Olsan
6. Consumer Behavior By Schiffman – Kanuk

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