

BBA II Year	BBA-C302		Semester-III		
	Principles of Marketing				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

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. The course will use and focus on Indian experiences, approaches and cases Course Content:

- 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 Consultative Group (BCG) matrix. **(15 Hours)**
- Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning. **(15 Hours)**
- Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing). **(15 Hours)**
- Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps. **15 Hours)**

SUGGESTED READINGS:

1. Kotler, P. & Keller, K.L. (2015). *Marketing Management (15th Global Edition)*. New Delhi: PHI.
2. Kotler, Philip & Armstrong, G. (2009). *Principles of Marketing*. New Delhi: PHI.
3. Neelamegham, S. (2000). *Indian Cases in Marketing*. New Delhi: Vikas Publishing House.
4. Palmer. (2015). *Introduction to Marketing*. London: Oxford University Press.
5. Paliwoda, S. & Andrews, T. (2012). *Marketing Management in Asia*. UK: Routledge.
6. Singh, V.K. & Sharma, N. (2015). *Mini Cases & Case lets for Would Be Managers*. Germany: Lambert Academic Publishing.
7. Winer, R. & Dhar, R. (2013). *Marketing Management*. New Delhi: Pearson.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.