

BBA I Year	BBA-C201		Semester-II		
	Principles of Marketing				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To understand and recall the fundamentals of principles of marketing.	PO1, PO2
CO.2	Understand major marketing elements and their Impact on Marketing Decisions, concepts and methods with regard to enhance customer value.	PO1, PO2
CO.3	Apply contemporary marketing theories to the demands of business and management practice.	PO1, PO2,PO3, PO4
CO.4	Demonstrate how as a marketer you can use your knowledge of consumer behavior concepts to develop better marketing programs and strategies to influence those behaviour.	PO4 PO5 PO7
CO.5	To understand, analyze and evaluate product and their pricing decisions and promotional mix decisions.	PO4 PO5 PO7

- 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. **(10 Hours)**
- Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning. **(10 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). **(10 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. **(10 Hours)**

SUGGESTED READINGS:

1. Kotler, P. & Keller, K.L. (2015). *Marketing Management (15th Global Edition)*. New Delhi: PHI.
2. Kotler, Philip & Armstrong, G. (2017). *Principles of Marketing*. New Delhi: PHI.
3. Palmer. (2015). *Introduction to Marketing*. London: Oxford University Press.
4. Paliwoda, S. & Andrews, T. (2013). *Marketing Management in Asia*. UK: Routledge.
5. Singh, V.K. & Sharma, N. (2015). *Mini Cases & Case lets for Would Be Managers*. Germany: Lambert Academic Publishing.
6. 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.

