

**BBA HONOURS 3<sup>rd</sup> SEMESTER**  
**DISCIPLINE SPECIFIC COURSE – I (CORE-5)**  
**BBA320C1: PRINCIPLES OF MARKETING**

**CREDITS: THEORY: 04; TUTORIAL: 02**  
**MAX. MARKS: THEORY: 60; TUTORIAL: 30**  
**MIN. MARKS: THEORY: 60; TUTORIAL: 30**

***COURSE 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*

**A. COURSE CONTENTS (THEORY) (4 CREDITS) (60 marks)**

**UNIT I**

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); Marketing Tasks.

**UNIT II**

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Marketing Information System (MKIS), Consumer Buying Behaviour, Business Marketing Concept.

**UNIT III**

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).

**UNIT IV**

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.

**B. COURSE CONTENTS - TUTORIAL (2 CREDITS) (30 marks)**

- **Case Study: At least one case situation to be discussed from each unit.**
- **Seminar/Presentation/Practical/Project Work/ Assignment based on case component/Theory component (Hard Copies to be submitted as well).**

**SUGGESTED READINGS:**

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M.: Marketing, Ohio: South-Western College Publishing.