



Subject: Principles of Marketing-BCOMM12307

Type of course: Minor

Prerequisite:

A fundamental understanding of business principles and basic knowledge of marketing concepts. Students should have a basic understanding of business environments, consumer behavior, and marketing strategies. Familiarity with economic, social, and technological factors that impact marketing decisions would be beneficial.

Rationale:

This subject has to provide students with a comprehensive understanding of the fundamental concepts and principles of marketing. The course aims to equip students with the necessary knowledge and skills to analyze marketing environments, consumer behavior, marketing ethics, and social responsibility.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs	Weightage (%)
1	<ul style="list-style-type: none"> ❖ Introduction to Marketing • Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing. 	15	25
2	<ul style="list-style-type: none"> ❖ Marketing Environment and Consumer Behaviour • The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour 	15	25
3	<ul style="list-style-type: none"> ❖ Marketing mix • Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding –Packing and packaging – role and importance • Pricing – objectives- factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion tools 	15	25



4	<ul style="list-style-type: none"> ❖ Segmentation, Targeting and Positioning and Trends In Marketing • Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing 	15	25
---	--	----	----

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
01	<p>Advertisement Redesign:</p> <ul style="list-style-type: none"> • Give students an existing advertisement and ask them to redesign it to make it more effective • Have students upload their redesigned posters on GMIU Web portal. 	10
02	<p>Price Strategy Identification:</p> <ul style="list-style-type: none"> • Give students a product and ask them to come up with a pricing strategy, considering various factors. • Then, have them give brief information about it in short Report and upload it on GMIU Web portal. 	10
03	<p>Case Study:</p> <ul style="list-style-type: none"> • Provide students with a real-world case study of a company's successful internet marketing campaign. • Have them analyse it and upload it on GMIU Web portal. 	10
04	<p>Brand Analysis:</p> <ul style="list-style-type: none"> • Ask students to choose a well-known brand and analyze its marketing strategies. • Evaluate the brand's positioning, target audience, and marketing channels and upload their report on GMIU Web portal. 	10
05	<p>Marketing Mix Hunt:</p> <ul style="list-style-type: none"> • Divide students into groups and assign each group one of the 4Ps (Product, Price, Place, Promotion). • Have them research and identify examples of companies that excel in each aspect of the marketing mix. • Each group presents their findings with PPT to the class, emphasizing why they believe their examples are successful and upload it on GMIU Web portal. 	10



06	Product Development Simulation: <ul style="list-style-type: none"> Divide students into teams and ask each team to create a new product. They should develop a product plan, including features, branding, and packaging, and present it to the class. 	10
07	Attendance	10
Total		70

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom’s Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	20%	10%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course the students should be able to:	
CO1	Understand the fundamental concepts and principles of marketing.
CO2	Analyze the impact of both micro and macro environmental factors on marketing decisions.
CO3	Understand and analyze the fundamental components of the marketing mix and promotional tools.
CO4	Analyze market segments, select target audiences, create strategic positioning for products or services and the latest trends in marketing.



Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- [2] Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- [3] Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- [4] McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- [5] Pillai R S, Bagavathi, Modern Marketing



