

DEPARTMENT OF COMMERCE  
B.Com. (Semester-V)  
(w.e.f. Academic Session- 2018-19)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM- EC-511- A	Principles of Marketing	100	5	1	0	6

**Objective:** The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

**SYLLABUS CONTENTS**

**UNIT – I (18 Lectures)**

**Introduction:** Nature, scope and importance of marketing; Evolution of marketing; Selling vs. Marketing; Marketing mix.

**Marketing environment:** Concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).

**UNIT – II (18 Lectures)**

**Consumer Behavior:** Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behavior.

**Market segmentation:** Concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

**UNIT – III (18 Lectures)**

**Product:** Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.

**Pricing Strategy:** Significance. Factors affecting price of a product. Pricing policies and strategies. One price Vs Variable Price.

**UNIT – IV (18 Lectures)**

**Distribution Channels and Physical Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.

**Promotion:** Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions.

**UNIT – V (18 Lectures)**

**Advertising:** Advertisement and publicity, PLC and advertising, Scientific Advertising, Cause of failure of advertising. Advertisement budget, Advertisement Mix.

**Recent developments in marketing:** Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.

**Note:** Current issues and developments are to be discussed.

**ESSENTIALS READINGS:**

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. *Principles of Marketing*. 13<sup>th</sup> edition. Pearson Education.
2. Chunawalla S.A., *Marketing Principles and Practice*, Himalaya Publication New Delhi.
3. Nair N.G., *Sales and Distribution Management*, Himalaya Publication New Delhi.
4. Shajahan S. *Services Management*, Himalaya Publication New Delhi.

**SUGGESTED /RECOMMENDED READINGS:**

1. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases*. (Special Indian Edition)., McGraw Hill Education
2. William D. Perreault, and McCarthy, E. Jerome., *Basic Marketing*. Pearson Education.
3. Majaro, Simon. *The Essence of Marketing*. Pearson Education, New Delhi.
4. The Consumer Protection Act 1986.
5. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.
6. Dhruv Grewal, Michael Levy, *Marketing*, McGraw Hill Education.
7. Chhabra, T.N., and S. K. Grover. *Marketing Management*. Fourth Edition. Dhanpat Rai & Company.
8. Neeru Kapoor, *Principles of Marketing*, PHI Learning
9. Rajendra Maheshwari, *Principles of Marketing*, International Book House.
10. Appannaiah and Others, *Sales and Distribution Management*, Himalaya Publication New Delhi.
11. Appannaiah and Others, *Product and Salesman*, Himalaya Publication New Delhi.
12. Keskar, Anil, Abhyankar S. *Basic of Marketing*, Himalaya Publication New Delhi.