

**SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



Syllabus of Principles of Marketing under NEP 2020 Vertical - Major with effect from 2024-25

Department of Commerce & Management

Head of the Department/Sr. Person: Prof. Dr. Anupama Nerurkar

**Date of approval by the Board of Studies (Commerce & Management):
25/04/2024**

Approved by the Academic Council on: 29/04/2024

Ratified by the Governing Body on: 06/05/2024



Programme: Bachelor of Commerce (Management Studies)		Semester: II			
Course: PRINCIPLES OF MARKETING Academic Year: 2024-2025 Batch: 2024-2027		Code: UGBMSIIMJ124			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	3	30 marks/40% of the total marks	45 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> ● To understand the fundamental framework and concepts in the area of marketing ● To study an in-depth knowledge of various marketing elements
Learning Outcomes :	<ul style="list-style-type: none"> ● Analyze consumer behavior, competitive forces, and environmental factors to identify marketing opportunities and threats and new marketing trends ● Apply marketing concepts such as segmentation, targeting, positioning, to develop effective marketing strategies. ● Explain the elements of the marketing mix and their role in the marketing process. ● Create marketing plans, marketing communications, and marketing strategies that effectively target specific market segments and achieve marketing objectives
Pedagogy:	Interactive discussions, Case studies, Role plays, Simulations, Trend watching, Group assignments, Project work

Each lecture session would be of one hour duration (45 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	<ul style="list-style-type: none"> • Introduction to Marketing: Definition, features, advantages and scope of marketing. The 7P's and 7C's of marketing. Marketing v/s Selling. • 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. • 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) 	<p>Interactive discussion</p> <p>Group assignments</p>	15
II	<ul style="list-style-type: none"> • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour • Branding – meaning and importance • 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 	<p>Case studies</p> <p>Role plays</p> <p>Simulations</p> <p>Trend Watching</p>	15
III	<ul style="list-style-type: none"> • 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. • 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 (brief) • People – meaning and significance. Types of Personnel • Process – meaning and significance, classification • Physical Evidence – meaning and significance. Classification 	<p>Case studies</p> <p>Role plays</p> <p>Simulations</p> <p>Project work</p>	15

REFERENCE BOOKS

1. Kotler, P. (2009). *Marketing management*. Pearson Education India.
2. McCarthy, E. J. (1978). *Basic marketing: a managerial approach*.
3. Saxena, Rajan, 2001. *Marketing Management*, Tata-McGraw Hill, New Delhi.

QUESTION PAPER PATTERN

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Class Test	10
Presentation/Viva Voce	10
Assignment/Project	10
Total	30

Term End Examinations (TEE) Question Paper Pattern

Maximum Marks: 45

Duration: 1.5 Hours

All questions are compulsory.

Question No.	Description	Total Marks
1	C. Full length Theory question OR	15
	D. Full length Theory question	
2	C. Full length Theory question OR	15
	D. Full length Theory question	
3	C. Full length Theory question OR	15
	D. Full length Theory question	

Note: The theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively.