



**PRINCIPLES OF MARKETING**  
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**[CORE COURSE]**

<b>Semester: II</b>	<b>Credits: 3</b>	<b>Subject Code: BB22002</b>	<b>Lectures: 48</b>
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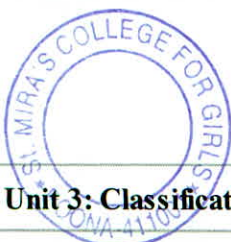
**Course Outcomes:**

At the end of this course the learner will be able to,

- Identify the role of marketing in organizations and society.
- Construct their marketing and branding skills
- Apply their mind to environment of marketing
- Analyze consumer behavior.
- Demonstrate their skills in the fields of pricing and promotion mix.

<b>Unit 1: Concepts and functions of Marketing</b>	<b>14</b>
<ul style="list-style-type: none"><li>• Marketing concepts, Core Concepts<ul style="list-style-type: none"><li>○ Needs, Wants and Demands,</li><li>○ Target markets, Positioning and Segmentation, -</li><li>○ Offerings and Brands</li><li>○ Value and Satisfaction</li><li>○ Marketing Channels</li><li>○ Supply Chain</li><li>○ Competition</li><li>○ Marketing – Objectives, Importance and Functions of Marketing</li></ul></li><li>• Various Approaches of marketing</li><li>• Branding<ul style="list-style-type: none"><li>○ Introduction</li><li>○ Definition of a Brand</li><li>○ Development of a Brand</li><li>○ Types of Brands</li><li>○ Importance of Brands and Branding</li><li>○ Merits and Demerits of Branding,</li><li>○ Brand Equity – Concept</li></ul></li></ul>	
<b>Unit 2: Marketing Environment and Market Segmentation</b>	<b>08</b>
<ul style="list-style-type: none"><li>• Marketing environment<ul style="list-style-type: none"><li>○ Meaning Internal and External factors influencing Marketing environment</li><li>○ Political, Social, Economic, International Technological Multi-Cultural Environment</li></ul></li><li>• Marketing Segmentation<ul style="list-style-type: none"><li>○ Concepts</li><li>○ Importance</li><li>○ Types of segmentation</li></ul></li></ul>	

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<b>Unit 3: Classifications of Markets and understanding Consumer Behaviour</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• Conventional Classification of Markets.</li> <li>• 7P's of Services Marketing its main features importance, growth functions.</li> <li>• Rural marketing features and its contribution to Indian economy               <ul style="list-style-type: none"> <li>◦ Problems and measures to improve</li> </ul> </li> <li>• Understanding Consumer Behaviour               <ul style="list-style-type: none"> <li>◦ Understanding Consumer Markets- The Organizational Buyers and the Final Consumers.</li> <li>◦ Factors influencing Consumer Behaviour</li> </ul> </li> <li>• Recent trends in Marketing               <ul style="list-style-type: none"> <li>◦ Green Marketing concepts</li> <li>◦ Digital Marketing</li> <li>◦ Virtual Marketing</li> <li>◦ Hybrid Marketing</li> <li>◦ Relationship Marketing</li> <li>◦ Strategies for Customer Retention</li> </ul> </li> </ul>	
<b>Unit 4: Constituents of Marketing Mix</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Marketing Mix               <ul style="list-style-type: none"> <li>◦ Meaning, Scope and Importance of marketing mix</li> </ul> </li> <li>• Product mix               <ul style="list-style-type: none"> <li>◦ Concept of a product, product characteristics Intrinsic and extrinsic, Product Life Cycle</li> </ul> </li> <li>• Price mix               <ul style="list-style-type: none"> <li>◦ Meaning, elements, importance of price mix, factors, influencing Pricing, Pricing methods</li> </ul> </li> <li>• Place mix               <ul style="list-style-type: none"> <li>◦ Meaning, Concept of Channels of Distribution or Intermediaries</li> </ul> </li> <li>• Promotion mix               <ul style="list-style-type: none"> <li>◦ Meaning, Definitions, Importance and limitations of advertisement</li> </ul> </li> <li>• People mix               <ul style="list-style-type: none"> <li>◦ Meaning and Concept, Elements, Importance</li> </ul> </li> <li>• Process mix               <ul style="list-style-type: none"> <li>◦ Stages, Meaning &amp; Importance</li> </ul> </li> <li>• Physical evidence               <ul style="list-style-type: none"> <li>◦ Meaning, Importance and Components</li> </ul> </li> </ul>	

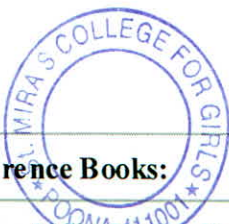
**Recommended Text Books:**

- C B Gupta, *Essentials of Marketing Management*, Sultan Chand and Sons , 2018
- Shrinivas Joshi ,*Principles of Marketing, BBA (Pune) Sem-II*, Author ;, Vision Publications
- Dr. Londhe Babasaheb Mahadev, Dr. Anjali Kalkar, Dr. Preeti Mahesh Kulkarni *Principles of Marketing, BBA (Pune) Sem II*, Thakur Publication , 2019
- Dr Shaila Bootwala *Principles of Marketing, BBA (Pune)Sem II,, Nirali Prakashan 2019*

**#12 hours for Library work, practical or field work or research purposes**

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15/06/20



**Reference Books:**

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, *Marketing Management- A south Asian Perspective* Pearson, 2015
- Philip Kotler, *Marketing Management*, By Philip Kotler, 2015
- Arun Kumar, *Marketing management* by, Vikas Publishing House (2016)
- Philip Kotler & Keven Lane Keller, *Marketing Management*, Pearson India-2019
- Schiffman – Kanuk, *Consumer Behavior*, Pearson 1994

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