

Course Code: 510141	Marks: 100	3 Credits	Class Hours: 45
Course Title:	Principles of Marketing		

1. **Introduction:** Meaning and Definition, Core concepts, Marketing management philosophies. Concepts of Marketing mix.
2. **Environment:** Definition, influence of micro and macro environment on marketing. Responding to the marketing environment.
3. **Consumer Buying Behavior:** Definition, characteristics and model of consumer behavior. Factors affecting consumer behavior. Types of buying decision behavior. Stages in the buying decision process.
4. **Market Segmentation, Targeting and Positioning:** Definition, benefits, and bases of market segmentation. Market Targeting, Evaluating and selecting target markets. Market Positioning, Strategies for market positioning, choosing a positioning strategy.
5. **Product and Service:** Definition of Product, Levels, Classification, Consumer product and Industrial Product, New product development process, product life cycle. Meaning of Service, Characteristics of Service -marketing Strategies for Service Firms. Branding strategy: building strong brands.
6. **Price:** Definition, Objectives, Pricing considerations, General approaches of pricing.
7. **Place/Distribution:** Definition, Objectives, Functions, Importance, Types, Channel selection, Retailing, Wholesaling.
8. **Promotion:** Meaning, Importance, Objectives, Promotion mix-advertising, personal selling, sales promotion, public relations, Direct Marketing, On-line Marketing.

Recommended Books:

1. Kotler, Philip & Armstrong, Gary (2017). Principles of Marketing, 17th Edition, Pearson
2. Stanton, J. William; Etzel, J. Michael, & Walker, J. Bruce (2007). Fundamentals of Marketing, 14th Edition, McGraw-Hill/Irwin