

AC –
Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Knowledge is Supreme

Title of the Course: Principles of Marketing

Programme: Bachelor of Commerce (Management Studies) Semester-II

Syllabus for 4 credits

From the Academic Year 2024-2025

Name of the Course: Principles of Marketing

Sr. No.	Heading	Particulars
1	Description the course :	This course provides learners with an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behaviour, pricing strategies, Marketing channels, and various methods of promotion.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To understand the marketing concepts, advantages, scope and evolution of marketing. 2. To explore about the micro and macro environment and importance of marketing research, Marketing Information System and also about the importance and factors affecting consumer behaviour. 3. To enhance the learners with the concept of marketing mix, Product mix, Product Life cycle, Branding, Packaging and Promotion. 4. To familiarize the learners about segmentation, e-marketing, internet marketing and various trends of marketing.
8	Course Outcomes:	<ol style="list-style-type: none"> 1. The learners will understand the marketing concepts, advantages, scope and evolution of marketing. 2. The learners will acquire comprehensive understanding of micro and macro environment and the importance of marketing research. 3. Learners will identify the concept of marketing mix, Product mix, Product Life cycle, Branding, Packaging and Promotion. 4. Learners will familiarize in segmentation, e-marketing, internet marketing and various trends of marketing.

9	Modules
	Module 1: Introduction to Marketing (15 Hours)
	<ul style="list-style-type: none"> • Introduction to Marketing: Definition, Features, Advantages, Functions 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: Exchange Concept, Production Concept; Product Concept, Selling Concept, Marketing Concept, Societal, Relationship and Holistic Marketing Concept-Integrated Marketing, Internal Marketing, Performance Marketing And Relationship Marketing.
	Module 2: Marketing Environment, Research and Consumer Behaviour (15 Hours) <ul style="list-style-type: none"> • Marketing 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). • 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.
	Module 3: Marketing Mix (15 Hours)
	<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. • Branding & Pricing: Packing And Packaging – Role And Importance Pricing – Objectives- Factors Influencing Pricing Policy And Pricing Strategy. • Physical distribution & Promotion: Meaning – Factor Affecting Channel Selection-Types of Marketing Channels. Promotion – Meaning and Significance of Promotion. Promotion Tools.
	Module 4: Segmentation, Targeting, Positioning and Trends in Marketing (15 Hours)
	<ul style="list-style-type: none"> • Segmentation: Meaning, Objectives, Features, Importance, Basis- Consumer Market and Business Market, Factors Influencing Market Segmentation, Advantages And Segmentation Variables. • Targeting & Positioning: Targeting- Meaning and Types-Single Segment Concentration, Selective Specialization, Product Specialization, Market Specialization Full Market Coverage. Positioning – Meaning – Strategies. • New trends in marketing: Meaning, Features, Types E-Marketing, Internet Marketing and Marketing Using Social Network, Social Marketing/ Relationship Marketing and Ethics in Marketing.

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10	<p>References:</p> <ul style="list-style-type: none"> • Kotler, Philip, and Gary Armstrong. Principles of Marketing. 19th ed., Pearson, 2023. • McCarthy, E. Jerome, and William D. Perreault Jr. <i>Basic Marketing: A Managerial Approach</i>. 19th ed. McGraw-Hill Education, 2014. • Pillai R S, Bagavathi, Modern Marketing Principles and Practices, S.Chand, 2010. • Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi, 2019. • Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi. • https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODljY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDc0ZDVmYWw=.pdf • https://www.zyxware.com/article/6531/5-inspiring-marketing-case-studies-from-fortune-500-companies-a-must-read-guide 									
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%								
13	<p>Continuous Evaluation through:</p> <table border="1" data-bbox="370 829 1123 1062"> <thead> <tr> <th data-bbox="370 829 841 867">Component</th> <th data-bbox="841 829 1123 867">Total Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="370 867 841 905">1)Class Test</td> <td data-bbox="841 867 1123 905">10 Marks</td> </tr> <tr> <td data-bbox="370 905 841 1024">2) Assignment/Presentation/ /Project/Book Review/Case study/Others</td> <td data-bbox="841 905 1123 1024">30 Marks</td> </tr> <tr> <td data-bbox="370 1024 841 1062">Total</td> <td data-bbox="841 1024 1123 1062">40 Marks</td> </tr> </tbody> </table> <p><i>Note: Learner must be Present in all the three exam components of Continuous Evaluation.</i></p>		Component	Total Marks	1)Class Test	10 Marks	2) Assignment/Presentation/ /Project/Book Review/Case study/Others	30 Marks	Total	40 Marks
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1)Class Test	10 Marks									
2) Assignment/Presentation/ /Project/Book Review/Case study/Others	30 Marks									
Total	40 Marks									

12	<p>Format of Question Paper: for the final examination</p> <p style="text-align: center;">Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60 Duration:2 Hour</p>	
Q. No.	Particular	Marks
Q-1	<p>Attempt any TWO the following: (Module 1)</p> <p>A. Full Length Question B. Full Length Question C. Full Length Question</p>	15 Marks
Q-2	<p>Attempt any TWO the following: (Module 2)</p> <p>A. Full Length Question B. Full Length Question C. Full Length Question</p>	15 Marks
Q-3	<p>Attempt any TWO the following: (Module 3)</p> <p>A. Full Length Question B. Full Length Question C. Full Length Question</p>	15 Marks
Q-4	<p>Attempt any TWO the following: (Module 4)</p> <p>A. Full Length Question B. Full Length Question C. Full Length Question</p>	15 Marks
<p>Note: Any of the full length question of 7.5 Marks can be a case study.</p>		

**Signatures of Team
Members**

Sr.No	Name	Signature
1.	Dr.Sadhana Venkatesh	
2.	Ms.Jyoti Ghosh	
3.	Ms.Shalini Clayton	
4.	Ms.Ashiyana Shaikh	