

BHAGWAN MAHAVIR UNIVERSITY, SURAT**S.Y B.M.S (Bachelor of Management Studies)****1060205303- PRINCIPLES OF MARKETING**

Second Year BMS

Semester – III

Subject Name	Principles of Marketing
Subject Code	1060205303
Objectives	<ul style="list-style-type: none"> • This course provides an introduction to basics marketing concepts. • Students will also appraise the opportunities and threats of conducting business in a world with fewer barriers.
Subject Outcome	<ul style="list-style-type: none"> • Developed understanding of various facets of Marketing management • Formulate a marketing plan that will meet the needs or goals of a business or organization. • Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
Course Duration	The course duration is of 45 sessions of 60 minutes each.
Teaching Methods	The course will use the following pedagogical tools: (a) Lectures and Discussions (b) Assignment/Activities/Quiz/Class participation
Evaluation	Continuous Evaluation
	Internal Assessment-(30 Marks) Internal Exam/Assignments/Quiz/Class participation/Attendance, etc. External Assessment- (70 Marks)

Course Content

UNIT-1	INTRODUCTION TO MARKETING	25%
	1.1 Definition, Features, Advantages and Scope of Marketing, 4p's & 4c's Of Marketing, Marketing V/S Selling and Functions of Marketing. 1.2 Concepts of Marketing: Needs, Wants And Demands 1.3 Orientation of Account: Production Concept, Product Concept, Selling Concept, Marketing Concept, Social Concept and Holistic Concept.	
UNIT-2	MARKETING ENVIRONMENT, RESEARCH AND CONSUMER BEHAVIOUR	25%
	2.1 The Micro Environment of Business: Management Structure, Marketing Channels, Market in Which a Firm Operates, Competitors and Stakeholders. 2.2 Macro Environment: Political Factors, Economic Factors, Socio Cultural	

	<p>Factors, Technological Factors [PEST].</p> <p>2.3 Marketing Research: Meaning, Features, Importance Of Marketing Research.</p> <p>2.4 Types of Marketing Research: Product Research, Sales Research, Consumer Research, Production Research.</p> <p>2.5 MIS: Meaning, Features and Importance.</p> <p>2.6 Consumer Behaviour: Meaning, Features, Importance, Factors Affecting Consumer Behaviour.</p>	
UNIT-3	MARKETING MIX	25%
	<p>3.1 Meaning, Elements of Marketing Mix.</p> <p>3.2 Product: Product Mix, Product Life Cycle, Product Planning, New Product Development, Failure of New Product, Levels of Product.</p> <p>3.3 Branding: Packaging and Labeling, Role and Importance.</p> <p>3.4 Physical Distribution: Meaning, Factors Affecting Channel Selection, Types of Marketing Channels.</p> <p>3.5 Pricing: Objectives, Factor Influencing Pricing Policy, Pricing Strategy.</p> <p>3.6 Promotion: Meaning and Significance of Promotion, Promotion Tools.</p>	
UNIT-4	SEGMENTATION, TARGETING, POSITIONING AND TRENDS IN MARKETING	25%
	<p>4.1 Segmentation: Meaning, Importance, Basis.</p> <p>4.2 Targeting: Meaning, Types.</p> <p>4.3 Positioning: Meaning, Strategies.</p> <p>4.4 New Trends in Marketing: E-Marketing, Internet Marketing, Marketing Using Social Network.</p> <p>4.5 Social Marketing/ Relationship Marketing.</p>	

Text Book:

1. Principles of Marketing- S. A. Sherlekar, R. Krishnamoorthy- Himalaya Publishing House.

Reference Books:

1. Philip Kotler- Marketing Management.
2. R.S.N.Pillai- Mordern Marketing.
3. V.S. Ramaswamy- Marketing Management.