

Uka Tarsadia University
Department of Commerce and Management



B.Com (Computer Applications)

GE 3 Principles of Marketing

(030100317)

Semester - III

Effective from June-2016

Syllabus Version: 1.01

Semester-III**(030100317) GE 3 Principles of Marketing****Credits: 6 [Theory + Tutorial]****Contact Hours per Week: 5+1****Course Objective:**

This course aims to familiarize students with the marketing functions in organizations. The course will use and focus on Indian experiences, approaches and cases.

Learning Outcomes:

It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.

Pedagogic Tools:

Lectures, chalk and talk method, IT enabled audio-visual techniques, case analysis, field assignment, etc.

No.	Unit	Minimum No. of Contact Hours [Theory]	Minimum No. of Contact Hours [Tutorial]	Approx. Weight age %
1	Understanding Marketing Management	11	2	17
2	Analyzing Consumer Market	10	2	16
3	Market Segments and Targets	11	2	17
4	Product Strategies and Pricing Strategies	11	2	16
5	Marketing Channels :Wholesaling , Retailing and Logistics	11	2	17
6	Managing Mass Communications	11	3	17
	Total	65	13	100

B.Com (Computer Applications)	Subject	Hours
Semester – III	(030100317) CC 6 Principles of Marketing	5hrs/week[Theory] 1hr/week [Tutorial]
	(Theory + Tutorial)	6 Credits

Unit-1 [Weight age 17%]	Understanding Marketing Management	Hours
	1.1 Importance of Marketing	11
	1.2 Scope of Marketing: What is Marketing & Marketing Management? What is Marketed? Who Markets? Marketing Practice	
	1.3 Core Marketing Concepts	
	1.4 The New Marketing Realities: Major Societal Forces, New Consumer Capabilities, New Company Capabilities.	
	1.5 Company Orientation towards the Market Place Concepts related to Production, Product, Selling, Marketing, Holistic Marketing- Performance Marketing, Internal, Integrated Marketing Relationship Marketing.	
	1.6 Marketing Management Tasks	
	1.7 Scanning the Environment: Demographic Environment, Economic Environment, Social-Cultural Environment, Natural Environment, Technological Environment, Political - Legal Environment.	
Unit-2 [Weight age 16%]	Analyzing Consumer Market	
	2.1 Meaning of Consumer Behavior, Factors Affecting Consumer Behavior: Cultural, Social and Personal Factors.	10
	2.2 Buying Decision Process: The Five Stage Model.	
	2.3 Meaning of Organizational Buying- Characteristics of Business Marketers	
	2.4 Stages in the Buying Process	
Unit-3 [Weight age 17%]	Market Segments and Targets	
	3.1 Levels of Market Segmentation: Segments, Niche, Local and Individual Marketing.	11

	3.2	Bases for Segmenting Consumer Markets: Geographic , Demographic, Psychographic and Behavioral Segmentation	
	3.3	Bases for Segmenting Business Markets	
	3.4	Brand Equity and Brand Positioning, Product Strategies: The Role of Brands, The Scope of Brands, Defining Brand Equity, Criteria for choosing Brand Elements.	
	3.5	Positioning: Competitive Frame of Reference, Points-of-Difference and Points of Parity, Differentiation Strategies.	
Section-II			
Unit-4 [Weight age 16%]	Product Strategies and Pricing Strategies		
	4.1	Product Life-Cycle Marketing Strategies.	11
	4.2	Product Characteristics and Classifications, Product Levels and Classifications, Differentiation, Product, Design, Services Differentiation.	
	4.3	Packing , Labeling, Warranties and Guarantees	
	4.4	Understanding Pricing	
	4.5	Setting the Price- The six step procedure.	
	4.6	Adapting the Price: Geographical Pricing, Price Discounts and allowances Promotional Pricing and Differentiated Pricing.	
	4.7	Initiating and Responding to Price Changes	
Unit-5 [Weight age 17%]	Marketing Channels :Wholesaling, Retailing and Logistics		
	5.1	Marketing Channels and Value Networks.	11
	5.2	Role of Marketing Channels.	
	5.3	Channel Design Decisions.	
	5.4	E-Commerce Marketing Practices.	
	5.5	Retailing.	
	5.6	Private Labels: Role of Private Labels, The Private-Label Threat.	
	5.7	Functions of Wholesaling.	
5.8	Market- Logistics Decisions.		
Unit-6 [Weight age 17%]	Managing Mass Communications		
	6.1	Meaning of Marketing Communication.	11
	6.2	Steps in Developing Effective Communication.	

	6.3	Promotional Tools: Advertising, Sales Promotion, Events and Experience, Public Relations & Publicity, Direct & Interactive Marketing, Word of Mouth, Personnel Selling.	
	6.4	Trends in Marketing Practices.	
	6.5	Internal Marketing.	
	6.6	Socially Responsible Marketing.	

Text Book:

1. Kotler, Philip., Keller Lane, Kevin, Koshy Abraham, Marketing Management, A South Asian Perspective, New Delhi, 13th edition: Prentice Hall India, 2009.

Reference Book:

1. Bhagavati and R.S.N Pillai. Modern Marketing Management. New Delhi: S. Chand Publication, 2005.