**SHYAMA PRASAD MUKHERJI COLLEGE**

**TEACHING PLAN**

**Course and Year: B.Com (Prog) Third Year**

**Semester: V**

**Taught individually or shared: Individually**

**Paper: BC 5.1 (b) Principles of Marketing**

**Faculty: Dr. Priyanka Tripathi**

**No. of Classes (per week): 5 Lectures**

**Objectives:** To make the students appreciate the importance of marketing for a business. Empower them with strategies to devise marketing plans and understand the nuances of marketing world. The course shall aim to quip the students with practical knowledge with the aid of case studies, project work.

**SYLLABUS:**

**Unit I**

**Introduction to Marketing**

* Meaning, Nature, Scope and Importance of Marketing, Marketing Philosophies, Marketing Mix.

**Marketing Environment**

* Need for studying Marketing Environment, Micro and Macro Environment.

**Unit II**

**Consumer Behaviour**

* Need for studying consumer behaviour, Types, Stages in consumer buying decision process, Factors influencing consumer buying decisions.

**Market Selection**

* Market Segmentation – Concept, Importance, Levels and Bases of Segmenting Consumer Markets. Market Targeting – concept and factors affecting the choices for market targeting. Product positioning – concept and bases. Product differentiation.

**Unit III**

**Product Decisions**

* Concept and classification, Levels of product, Product mix dimensions, Branding, Packaging and Labelling.

**New Product Development**

* Product Life Cycle, New Product Development Process

**Unit IV**

**Pricing Decisions**

* Objectives, Factors affecting pricing decisions, pricing methods, pricing strategies.

**Distribution Decisions**

* Meaning, Importance, Type and Functions of channels of distribution, Factors affecting choice of channels of distribution, Distribution Logistics, Wholesaling and Retailing.

**Unit V**

**Promotion Decisions**

* Communication process, Nature and Importance of promotion, Promotion Mix, Factors influencing promotion mix decisions.

**Contemporary Issues in Marketing**

* Relationship Marketing, Sustainable Marketing, Rural Marketing, Social Marketing, Digital Marketing, Ethical Issues in Marketing.

**Suggested Readings:**

**•** Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). McGraw Hill.

• Kapoor, Neeru. Principles of Marketing PHI.

• Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition.

• Sharma, K., & Aggarwal S. (2018). Principles of Marketing. Taxman’s.

**Number of Lectures required to complete the units and the Teaching Schedule**

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| **UNIT** | **LECTURES** | **TEACHING SCHEDULE** |
| **III : Product Decisions & New Product Development** | **THEORY** | **10 lectures** |
| **IV : Pricing Decisions & Distribution Decisions** | **THEORY** | **15 lectures** |
| **V: Promotion Decisions & Contemporary Issues in Marketing** | **THEORY** | **15 lectures** |

**Additional Suggested readings (by teacher):**

* 1. Power Pricing: How Managing Price Transforms the Bottom Line by Robert J. Dolan and Hermann Simon (Unit 4)
  2. [www.afaqs.com](http://www.afaqs.com)

**Methodology of Teaching:** Lectures, Case studies, Real Life project work, Assignments on important questions, revise and review, written tests and tutorials.

**Tentative date of assessments/ assignments (time frame):**

**Two tests**: Third week of September and last week of October

**Assignments**: Submission by first week of Nov

**Criteria of Assessment:**

As prescribed by the University, Test for Internal Assessment.