**Shyama Prasad Mukherji College**

**Teaching Plan July -Nov/ Dec 2022**

**Course and Year: B.Com (Hons) IIIrd year**

**Semester: V**

**Taught individually or shared: Individually**

**Paper: BCH 5.1 Principles of Marketing**

**Faculty: Ms. Ritika Tehelramani**

**No. of Classes** (per week)**: 5+5 Lectures 2+2 Tutorials**

**Teaching Plan**

**Course Learning Outcomes After completing the course, the student shall be able to:**

**CO1: develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.**

**CO2: understand the dynamics of consumer behaviour and process of market selection through STP stages.**

**CO3: understand and analyse the process of value creation through marketing decisions involving product development.**

**CO4: understand and analyse the process of value creation through marketing decisions involving product pricing and its distribution.**

**CO5: understand and analyse the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm**

**Course Contents**

**July- August**

**Unit 1**

1. Introduction- Meaning, Nature, functions and scope of Marketing.
2. Evolution of Marketing – Philosophies including Holistic marketing.
3. Marketing Mix – extended (7 Ps)
4. Service Marketing
5. Marketing Environment – Micro, Macro

**Unit 2**

1. Consumer buying process, factors affecting it.

**September Unit 2**

1. Segmentation – STP
2. Product Mix
3. Branding, Packaging and labelling.
4. Product life cycle, new product development.

**October Unit 3**

1. Pricing policies, factors
2. Promotion – tools, promotion mix and its determinants

**Unit 4**

1. Distribution- Channels, choice, need and logistics

**November Unit 5**

* 1. Sustainable Marketing
  2. Rural Marketing
  3. Social Marketing
  4. Digital marketing

1. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). Mc Graw Hill.
2. Kapoor, Neeru. Principles of Marketing. PHI
3. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th Edition), Pearson Education. Indian edition.
4. Mahajan, J.P. and Mahajan Anupama. Principles of Marketing. Vikas Publications.
5. Sharma, K., & Swati Aggarwal. (2021). Principles of Marketing. Taxman’s.

**6**. Grewal, D. & Levy, M. (2017). Marketing (5th ed.). McGraw-Hill Education.

**7**. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). Principles of Marketing: A South Asian

Perspective (13thed. Pearson Education)

**8**. Saxena, R. (2006). Marketing Management (3rd ed.). Tata McGraw Hill

**Additional Resources**

1. Chhabra, T.N., Principles of Marketing, Sun India, New Delhi (2021)
2. Gupta, C.B., Principles of Marketing, Sultan Chand and Sons, New Delhi. (2021)
3. Jain, Pooja and Singhal, Neha, Principles of Marketing, Scholar Tech Press. (2021)
4. Maheshwari, Rajendra Prasad, Jain, Abhay, Principles of Marketing, International Book House Pvt Ltd, New Delhi. (2014)
5. Charan, Amita. Dahiya, Rekha. Marketing Management, Galgotia Publishing Co. New Delhi. (2015)

**Lectures**

**Unit 1: July-August 27**

**Unit 2: September :15**

**Unit 3: October :20**

**Unit 4 ,5: November :10**

**Assessment**

**September: Assignment on Marketing Mix & Overall Marketing Environment**

**September: Test for Unit 1/On New Product development**

**October: Test on Pricing/Any other topic**

**November: Assignment on Rural Marketing**

**Methodology**

**Lectures, presentations, case studies and research on products and companies.**

**Criteria**

**10 marks each for Test and Assignment.**

**Ms. Ritika**

**13/09/2022**