

**Course: VSC  
Basics of Marketing**

<b>Semester: II</b>	<b>Credits: 2</b>	<b>Subject Code: BBVSCMAR22304</b>	<b>Lectures: 30</b>
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**Course Outcomes:**

At the end of the course, the learner will be able to:

- CO1-Understand the role of marketing in organizations and society.
- CO2-Describe the concept of a target market and how it influences marketing strategy.
- CO3-Relate to the skills towards consumer behaviour.
- CO4-Recognise the significance of skills in the fields of marketing mix.

**Unit 1: Introduction, Trends and Consumer Behaviour**

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- Marketing concepts, Core Concepts: Needs, Wants and Demands, Target markets, Positioning and Segmentation, Offerings and Brands, Value and Satisfaction, Marketing Channels, Supply Chain, Competition
- Marketing – Objectives, Importance and Functions of Marketing, Various Approaches of marketing, Marketing vs Selling
- Trends in Marketing, Rural Marketing, Green Marketing, Digital Marketing, Virtual Marketing ○Hybrid Marketing ○Relationship Marketing ○Strategies for Customer Retention
- Understanding Consumer Behaviour ○Characteristics affecting Consumer Behaviour

Activity/Project/Case Studies/PPT  
Assignment

**Unit 2: Constituents of Marketing Mix**

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- Marketing Mix: Meaning, Scope and Importance of marketing mix
- Product mix: Concept of a product, product characteristics Intrinsic and extrinsic, Product Life Cycle
- Price mix: Meaning, elements, importance of price mix, factors, influencing Pricing, Pricing methods
- Place mix: Meaning, Concept of Channels of Distribution or Intermediaries
- Promotion mix: Meaning, Definitions, Importance and limitations of advertisement
- People mix: Meaning and Concept, Elements, Importance
- Process mix: Stages, Meaning & Importance
- Physical evidence: Meaning, Importance and Components



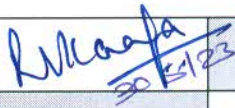

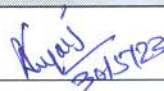
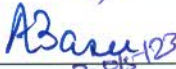
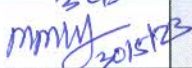
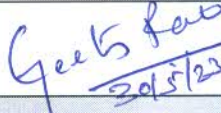
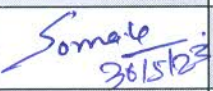

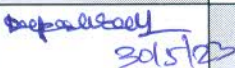
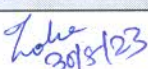

Board of Studies	Department	Name	Signature
Chairperson (HOD)	Management Studies	Mrs. Rekha Kankariya	<i>RKankariya</i> 31/5/23

**Recommended Text Books:**

- C B Gupta, *Essentials of Marketing Management*, Sultan Chand and Sons, 2018
- *Principles of Marketing*, BBA (Pune) Sem II, Thakur Publication, 2019
- Dr Shaila Bootwala *Principles of Marketing*, BBA (Pune) Sem II, Nirali Prakashan 2019

**Reference Books:**

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, *Marketing Management*, A south Asian Perspective Pearson, 2015
- Shrinivas Joshi, *Principles of Marketing*, BBA (Pune) Sem-II, Author, Vision Publications, 2019
- Arun Kumar, *Marketing management* by Vikas Publishing House, 2016
- Philip Kotler & Keven Lane Keller, *Marketing Management*, Pearson India, 2019

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