

Major
Title of the Course: Principles and Practices of Marketing

Semester: I	Credits: 4	Subject Code: CMAJMAR123112	Lectures: 60
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Course Outcomes:

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

- CO1-Relate to the core concepts of marketing and role played by it as a fundamental organizational policy process
- CO2- Understand and analyse the components of marketplace
- CO3- Demonstrate and analyze a range of common strategies for use with each of the various Marketing mix tools: product, pricing, promotion and distribution
- CO4- Relate to and analyse emerging trends at marketplace

Unit 1: An Introduction to Marketing

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- Market- Concept, Types
- Marketing: Meaning and Definitions, Functions, Importance & Limitations of Marketing, Marketing Management Philosophies
- Marketing Environment: Meaning, Components
- Marketing Challenges into the Next Century - Digital Marketing, Sustainable Marketing, Hybrid Marketing
- Activity- Case Study
- Assignment

Unit 2: Understanding the Market Place: Components and Trends

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- Consumer Markets and Purchasing Behavior: Meaning and Definition, Determinants , Growing Influence of Millennials
- Marketing Research and Market Intelligence: Concept, Significance, Mobile App Intelligence
- Market Segmentation: Meaning and Definition, Bases of Segmentation, Hyper-personalization
- Competition-Concept, Factors impacting Competitive Advantage, Trendspotting
- Assignment

Unit 3: Marketing Mix- I

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- Marketing Mix: Meaning , Elements- Goods Marketing and Services Marketing
- Product Decisions:What is a Product?, Elements, Product Life Cycle, Branding: Importance and Elements, Product Failures: Reasons and Remedies
- Price Decisions: The Five Critical C's of Pricing, General Pricing Approaches, Pricing Strategies



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- Activity- Case Study
- Assignment- Presentation-Marketing Mix Designing

Unit 4: Marketing Mix-II

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- Place Mix: Physical Distribution and Logistics Management, Channels of distribution- Types, Factors affecting choice of channels
- Promotion: Elements of Promotion Mix, Importance of Promotion, Factors influencing the Promotional Mix
- Activity- Case Study
- Assignment- Presentation-Marketing Mix Designing

Recommended Text Books:

- Dr. Londhe Babasaheb Mahadev, Dr. Anjali Kalkar, Dr. Preeti Mahesh Kulkarni, *Principles of Marketing*, Thakur Publication Pvt. Ltd., 2019

Reference Books:

- Dr. Maria Gomez Albrecht, University of Texas At Dallas Dr. Mark Green, Simpson College Linda Hoffman, Ivy Tech Community College, *Principles of Marketing, OpenStax, 2023*
- Dr. Shaila Bootwala, *Marketing and Salesmanship – 1*, Pune, NiraliPrakashan, 1st Ed, 2019
- Philip Kotler, Gary Armstrong, PrafullaAgnihotri, *Principals of Marketing Marketing*, 17th Ed, New Delhi, Pearson Education, , 2018
- Parvatiyar Atul Ed &Sisodia Rajendra Ed, *Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honour of Jagdish N Sheth*, Sage Publications India Pvt. Ltd., 2019, New Delhi
- RajanSaxena, *Marketing Management*, 6th Ed, Mumbai, McGraw Hill Education Private Limited, 2019
- V. S. Ramaswamy, S. Namakumari Rajan Saxena, *Marketing Management: Indian Context Global Perspective* 11th Ed, New Delhi, Sage Publications. 2018
- Kumar Leon G., Schiffman; Joe, Wisenblit; S. Ramesh, *Consumer Behaviour*, 12nd Edition, New Delhi, Pearson Education. 2018

Websites:

- <https://journals.sagepub.com/doi/abs/10.1177/0273475310392544?journalCode=jmda>
- <https://www.ijsr.net/archive/v6i2/ART2017664.pdf>
- 'All Out' - Marketing a Mosquito Repellant | Making Waves | Free Management Articles | Free Management Case Studies (icmrindia.org)
- [8 Market Research Trends to Watch For in 2023 | Similarweb](#)
- [Top 5 Market Segmentation Trends for Business](#)
- [How Trendspotting can help your business gain a competitive edge | SMU Academy](#)



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