

**Course: VSC  
Basics of Marketing**

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|---------------------|-------------------|------------------------------------|---------------------|
| <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



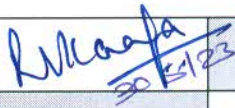

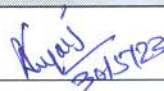
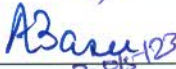
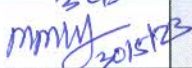
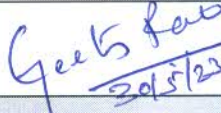
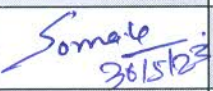

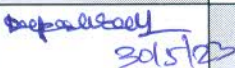
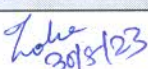

| Board of Studies  | Department         | Name                 | Signature                         |
|-------------------|--------------------|----------------------|-----------------------------------|
| Chairperson (HOD) | Management Studies | Mrs. Rekha Kankariya | <i>Rekha Kankariya</i><br>31/5/23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

**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

| Board of Studies              | Name                            | Signature   |
|-------------------------------|---------------------------------|---|
| Chairperson (HoD)             | Mrs Rekha Kankariya             |    |
| Faculty                       | Ms. Abhradita Chatterjee' Nahvi |   |
| Faculty                       | Ms. Kajal Jaisinghani           |  |
| Faculty                       | Mrs. Amrita Basu                |  |
| Faculty                       | Dr. Madhura Wagh                |  |
| Subject Expert (Outside SPPU) | Dr. Geeta Rao                   |  |
| Subject Expert (Outside SPPU) | Ms. Soma Kulshrestha            |  |
| VC Nominee (SPPU)             | Dr. Tanuja Devi                 |  |
| Industry Expert               | Deepesh Sodhi                   |  |
| Alumni                        | Zoha Sabooni                    |  |
| Alumni                        | Ms. Nilufer Chini               |  |



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| Chairperson (HOD) | Management Studies | Mrs. Rekha Kankariya |  |