

**Major**  
**Title of the Course: Principles and Practices of Marketing**

<b>Semester: I</b>	<b>Credits: 4</b>	<b>Subject Code: CMAJMAR123112</b>	<b>Lectures: 60</b>
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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

<b>Unit 1: An Introduction to Marketing</b>	<b>15</b>
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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

<b>Unit 2: Understanding the Market Place: Components and Trends</b>	<b>15</b>
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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

<b>Unit 3: Marketing Mix- I</b>	<b>15</b>
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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



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Business Studies	Dr. Rama Venkat	

<ul style="list-style-type: none"> <li>• Activity- Case Study</li> <li>• Assignment- Presentation-Marketing Mix Designing</li> </ul>	
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<b>Unit 4: Marketing Mix-II</b>	<b>15</b>
<ul style="list-style-type: none"> <li>• Place Mix: Physical Distribution and Logistics Management, Channels of distribution- Types, Factors affecting choice of channels</li> <li>• Promotion: Elements of Promotion Mix, Importance of Promotion, Factors influencing the Promotional Mix</li> <li>• Activity- Case Study</li> <li>• Assignment- Presentation-Marketing Mix Designing</li> </ul>	

**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, 1<sup>st</sup> 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*, 12<sup>nd</sup> 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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Chairperson (HoD)	Business Studies	Dr. Rama Venkat	<i>[Signature]</i>

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Alumni	Ms. Anushka Sachdev	<i>Anushka</i> 27/5/2023



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