



Code	Subject Title	Cr. Hrs	Semester
COMM-304	Principles of Marketing	3	V
Year	Discipline		
3	Commerce		

The objective of this course is to introduce commerce students with the principles of marketing. Marketing not only is the requirement of the companies to be successful but also helps them gaining and maintaining sustainable competitive advantages. This course should at minimum make the students understand the concepts and practices of marketing function and to imbed the required skills in the students to be an effective marketing manager later on.

Text Book:

Fundamentals of Marketing by William J. Stanton (7th edition)

Reference Books (Latest Editions)

Principles of Marketing by Philip Kotler and Gary Armstrong, Basic Marketing by McCarthy,

Marketing by Evans and Berman

Instructional Procedures:

Lectures, Discussions, Presentations, Case Studies and Group Projects

- **The field of Marketing**
 - Nature and Scope of Marketing
 - The Marketing Concept
 - Difference between Marketing and Selling
 - Marketing Management and its Evolution
 - Broadening the Marketing Concept
 - Marketing functions
- **The Marketing Environment and Marketing Management**
 - Introduction
 - System Approach to Marketing
 - Environment of a Marketing System
 - External Micro Environment
 - Internal Non-marketing Environment
 - Managing a marketing system
 - The management process
 - Some basic management terminologies
 - Levels of goals and strategies
 - Strategic Planning
- **Marketing Information Systems and Marketing Research**
 - Need for a marketing information system
 - Benefits, Procedures and Relationship of marketing information system and marketing research
 - Who does marketing research?
 - Status of marketing research
- **Target Markets**
 - Target Market Strategy
 - Market factors to analyze
 - Measuring the selected markets
 - Market Aggregation



- Market Segmentation
- **Cultural and Social Group Influences on Buying Behavior**
 - Importance and difficulty of understanding consumer behavior
 - Cultural influences & Family buying behavior
- **Psychological Influences on Buying Behavior and the Classification of Consumer Goods**
 - Psychological Determinants of buying behavior
 - The decision making process in buying
 - Toward a comprehensive theory of buyer behavior
 - Classification of Products
- **Industrial Markets**
 - Nature and importance of the industrial market
 - The farm market and the government market
 - Classification of industrial products
 - Characteristics of industrial market demand
 - Determinants of industrial market demand
- **The Product**
 - The meaning, importance & development of New Products
 - Organizing for product innovation
 - Why new product fail or succeed
- **Product Mix Strategies**
 - Product Mix and Product Line
 - Major Product Mix Strategies
 - Concept of the product life cycle
 - Planned Obsolescence and Fashion
- **Brands, Packaging and other Product Features**
 - Influence of product features on business functions
 - Brands, Packaging, Labeling
- **Marketing of Services**
 - Nature and importance of Services
 - The marketing concept and Service Marketing
 - A strategic program for marketing of services
 - Future outlook in services marketing
- **The Price: Pricing Objectives and Price Determination**
 - Importance & Meaning of Price
 - New flexibility in Pricing
 - Pricing objectives & Factors influencing price determination
- **Basic Methods of Setting Prices**
 - Cost plus pricing
 - Breakeven Analysis
 - Prices based on a balance between supply and demand
- **Pricing Strategies and Policies**
 - Discounts and allowances
 - Geographic Pricing Strategies
 - One Price Versus Variable Price Strategy
 - Resale price maintenance
 - Leader pricing and unfair practices act
 - Psychological pricing-odd pricing



- Pricing in periods of inflation
- Price versus non price competition
- **The Place: Distribution: The Retail Market and Retailing Institutions**
 - Middlemen and channels of distribution
 - Nature, classification & the future in retailing
- **The wholesale Market and Wholesaling Middlemen**
 - Nature and importance & classification of wholesaling middlemen
 - Operating expenses and profits of wholesaling middlemen
 - Kinds of Wholesalers
 - Future of the wholesaler
- **Channel of Distribution: Conflict, Co-operation and Management**
 - Conflict and co-operation in distribution channels
 - Selecting & Determining intensity of distribution
 - Selecting and working with individual middlemen
 - Legal considerations in channel management
- **Management of Physical Distribution**
 - Importance of physical distribution management
 - Total system concept of physical distribution
 - The strategic use of physical distribution
 - Major tasks in physical distribution management
- **Promotion: The Promotional Program**
 - Meaning and importance of promotion
 - The communication process
 - Determination of promotional mix
 - Determination of total promotional appropriation
 - The campaign concept: An exercise in strategic planning
- **Management of Personal Selling**
 - Nature and importance of Personal Selling
 - The strategic Personal Planning Process
 - Strategic Sales-force Management
 - Operating & Sales-Force Evaluating a sales person's performance
- **Management of Advertising and Sales Promotion**
 - Nature & Objectives of advertising
 - Developing Evaluating & Organizing an advertisement campaign
 - Sales Promotion
- **International Marketing**
 - Definition & Importance International Marketing
 - Alternative orientations toward international operations
 - Structure for operating in foreign markets
 - A strategic program for international marketing
 - International trade balances
- **Strategic Marketing Planning, Forecasting and Evaluation**
 - Nature and scope of planning
 - Strategic company planning
 - Strategic Marketing Planning
 - Forecasting market demand
 - Evaluating Marketing Performance
 - The evaluation process

BS (4 Years) for Affiliated Colleges



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- Analysis of sales volume
 - Marketing cost analysis
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