

Programme: <b>B.Com.</b>		Year: <b>Second</b>	Semester: <b>Fourth</b>
Subject: <b>Commerce</b>			
Course Code: <b>C010402T</b>		Course Title: <b>Fundamentals of Marketing</b>	
Course outcomes: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.			
Credits: <b>4</b>		Core Compulsory / Elective: <b>Compulsory</b>	
Max. Marks:		Min. Passing Marks:	
Total No. of Lectures: <b>60</b>			
Unit	Topics		No. of Lectures
I	<b>Introduction:</b> Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment. Micro and Macro environmental factors. <b>Consumer Behaviour – An Overview:</b> Consumer buying process; Factors influencing consumer buying decisions.		15
II	<b>Market Selection:</b> Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation. <b>Product:</b> Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labelling; After-sales services; Product life-cycle; New Product Development.		15
III	<b>Pricing:</b> Significance; Factors affecting price of a product; Major pricing methods; Pricing policies and strategies. <b>Promotion:</b> Nature and importance of promotion; Promotion Tools: advertising, personal selling, public relations; sales promotion and publicity – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; and Integrated Marketing Communication Approach.		15
IV	<b>Distribution:</b> Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Distribution Logistics; Meaning, importance and decisions. <b>Retailing:</b> Types of retailing – store based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario. <b>Recent developments in marketing:</b> Social Marketing, Online Marketing, Direct Marketing, Services Marketing, Green Marketing, Relationship Marketing, Rural marketing.		15
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Education.</li> <li>Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK</li> <li>Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio</li> <li>Chhabra, T.N., Principles of Marketing, Sun India Publication.</li> <li>Kumar, Arun &amp; N. Meenakshi, Marketing Management, Vikas Publications. (Hindi and English)</li> <li>McCarthy, E. Jerome., and William D. Perreault, Basic Marketing, Richard D. Irwin.</li> <li>Pride, William M., and D.C. Ferrell, Marketing: Planning, Implementation &amp; Control, Cengage Learning.</li> <li>Majaro, Simon, The Essence of Marketing, Prentice Hall, New Delhi.</li> <li>Zikmund, William G. and Michael D'Amico, Marketing: Creating and Keeping Customers in an E-Commerce World, Thomson Learning.</li> <li>Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).</li> <li>McCarthy, E. Jerome; Cannon, Joseph P., and William D. Perrault, Jr., Basic Marketing: A Managerial Approach, McGraw Hills.</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>			
This course can be opted as an elective by the students of following subjects: <b>Open for all</b>			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
<b>Assessment and Presentation of Assignment</b>			<b>(04 marks)</b>
<b>Class Test-I (Objective Questions)</b>			<b>(04 marks)</b>
<b>Class Test-II (Descriptive Questions)</b>			<b>(04 marks)</b>
<b>Class Test-III (Objective Questions)</b>			<b>(04 marks)</b>
<b>Class Test-IV (Descriptive Questions)</b>			<b>(04 marks)</b>
<b>Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)</b>			<b>(05 marks)</b>