

**BASICS OF MARKETING**

<b>Course Code</b>	19HS5601I	<b>Year</b>	III	<b>Semester</b>	II
<b>Course Category</b>	Open Elective-III	<b>Branch</b>	Common to All	<b>Course Type</b>	Theory
<b>Credits</b>	3	<b>L – T – P</b>	3 – 0 – 0	<b>Prerequisites</b>	Nil
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

<b>Course Outcomes</b>		<b>Levels</b>
Upon successful completion of the course, the student will be able to		
<b>CO1</b>	Understand issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs	L2
<b>CO2</b>	Make use of the key analytical frameworks and tools used in marketing in relation to segmenting and targeting of products	L3
<b>CO3</b>	Get acquainted with the components of marketing mix, stages in new product development	L3
<b>CO4</b>	Analyse the objectives and methods for pricing products and selecting channel members	L4
<b>CO5</b>	Evaluate the techniques of promotion mix	L4

	<b>Contribution of Course Outcomes towards achievement of Program Outcomes</b>													
	<b>Strength of correlations (3: High, 2: Moderate, 1: Low)</b>													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
<b>CO1</b>							3	3	2			3		3
<b>CO2</b>							3	3	2			3		3
<b>CO3</b>							3	3	2			3		3
<b>CO4</b>							3	3	2			3		3
<b>CO5</b>							3	3	2			3		3

<b>Syllabus</b>		
<b>Unit No</b>	<b>Contents</b>	<b>Mapped CO s</b>
<b>I</b>	<b>INTRODUCTION TO MARKETING:</b> Definition, Nature, Scope, Importance of Marketing, Core Concepts of Marketing, Philosophies of Marketing.	CO1
<b>II</b>	<b>MARKET SEGMENTATION:</b> Targeting and Positioning: Definition, Levels of Segmentation, Bases of Segmentation, Target Market, Positioning Strategies.	CO2
<b>III</b>	<b>MARKETING MIX:</b> 4P's, Classification of Products, Product Life Cycle (PLC)-Stages, New Product Development (NPD)- Types, Process	CO3
<b>IV</b>	<b>PRICING:</b> Definition, Objectives, Pricing Strategies- Channels of Distribution: Definition, Functions, Levels	CO4
<b>V</b>	<b>PROMOTION MIX</b> Definition, Objectives, Importance, Elements, Integrated Marketing Communication(IMC)	CO5

<b>Learning Recourse(s)</b>	
<b>Text Book(s)</b>	
<ol style="list-style-type: none"> <li>1. Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Principles of Marketing, Pearson India, 17th Edition. New Delhi: 2018</li> <li>2. Rajan Saxena, Marketing Management, Tata-McGraw Hill, Fifth Edition New Delhi :2015</li> </ol>	
<b>Reference Book(s)</b>	
<ol style="list-style-type: none"> <li>1. Etzel, Walker, Stanton &amp; Pandit, "Marketing Concepts &amp; Cases", Tata McGraw Hill, New Delhi.</li> <li>2. Govindarajan M., "Marketing Management, Concepts, Cases, Challenges and Trends", PHI Private Limited, New Delhi, 2007.</li> <li>3. Karunakaran, "Marketing Management", Himalaya Publishing House, Mumbai.</li> <li>4. Charles W. Lamb, Joseph F. Hair, Carl McDaniel, Harish Kapoor, Henry Klaise "Marketing", Cengage Learning, New Delhi, 2012.</li> </ol>	<p>, New ", PHI TG",</p>
<b>e- Resources &amp; other digital material</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://nptel.ac.in/courses/110/104/110104068/">https://nptel.ac.in/courses/110/104/110104068/</a></li> <li>2. <a href="https://nptel.ac.in/courses/110/107/110107147/">https://nptel.ac.in/courses/110/107/110107147/</a></li> <li>3. <a href="https://nptel.ac.in/courses/110/104/110104070/">https://nptel.ac.in/courses/110/104/110104070/</a></li> </ol>	