

Sem.	Course Code	CORE PAPER V: PRINCIPLES OF MARKETING	Total Marks: 100		Hours Per Week	Credits
III	17UAECT301		CIA: 25	ESE: 75	4	4

**Objective:** To give basic knowledge on v the concepts of marketing.

**Course Outcome (CO):** On successful completion of the course, the students will

CO1: Remember the basic principles of marketing.

CO2: Understanding the modern marketing ethics.

CO3: Apply the product policies for product planning and development.

CO4: Analyze the concepts of sales promotion, personal selling and advertising.

CO5: Evaluate the role of Government in consumer protection.

#### Unit I

Introduction – Evolution of Marketing – Importance of Marketing – Marketing Mix – Functions of Marketing – Buying – Assembling – Selling – Transportation - Storage - Warehousing.

#### Unit II

Features of Modern Marketing – Global Marketing - E-Commerce in Marketing – On-line Marketing – Telemarketing – Social Marketing - Direct Marketing - Services Marketing - Green Marketing – Marketing Ethics.

#### Unit III

Product Planning and Development – Product Policies – Product Life Cycle – Branding and Packaging – Pricing – Objectives – Factors affecting Pricing Decisions – Kinds of Pricing – Market segmentation - Buyer Behaviour.

#### Unit IV

Elements of Promotion Mix: Sales Promotion – Consumer Sales Promotion – Dealer Sales Promotion – Personal Selling – Steps in Selling – Advertising – Benefits of Advertising.

#### Unit V

Channels of Distribution – Major Channel Types – Factors influencing Channel Decisions. Marketing and Government – Bureau of Indian Standards – Agmark – Consumerism – Consumer Protection – Rights of consumers.

**Text Book:**

- C.B.Gupta and Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi, 2014 Edition.

**Books for Reference:**

1. Philip Kotler, Gary Armstrong, Prafulla Agnihotari, Ehsan Ul Hque, Principles of Marketing – A South Asian Perspective, Pearson Prentice Hall, Delhi, 13<sup>th</sup> Edition.
2. Rajan Sexena, Marketing Management, Tata McGraw-Hill Education, Noida.
3. V.S. Ramasamy and Namakumari, Marketing Management, S.Chand & Sons, New Delhi.
4. Keith Bloik, Marketing, Oxford University Press, New Delhi, 2008 Indian Edition.
5. Paul Baines, Chris Fill, Kelly Page, Marketing, Oxford University Press, New Delhi, 2010.

<b>QUESTION PAPER PATTERN</b>		
<b>SECTION - A</b>	<b>SECTION - B</b>	<b>SECTION - C</b>
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit