

Department of Commerce- Finance (Unaided)

ESSENTIALS OF MARKETING

Course Code	COM1MN107				
Course Title	ESSENTIALS OF MARKETING				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A basic understanding of fundamental business concepts such as supply, demand, competition etc				
Course Summary	This introductory marketing course is designed to provide students with a foundational understanding of marketing principles, strategies, and tactics.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students understand the fundamental concepts of Marketing	U	C	Examinations/ Quizzes/ Assignment/Seminar
CO2	Analyse the marketing concepts to real-world business scenarios.	An	P	Examination Assignment/Seminar
CO3	Conduct critical analysis and acknowledge the significance of fundamental marketing principles.	An	P	Debates/Discussions Case analysis

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs
I	Introduction to Marketing		8
	1	Definition of Marketing: Various marketing concepts: Production, Product, Selling, Marketing, Societal Marketing	1
	2	Evolution of Marketing Concepts: Historical development of marketing philosophies	2
	3	The role of marketing in business-Difference between Marketing and Selling	2

	4	Overview of different marketing philosophies (Product, Sales, Market, Societal)- Marketing environment and its impact on business strategy	3
II	Product and Pricing		12
	1	Concept of Marketing Mix: Introduction to the 4Ps framework: Product, Price, Place, Promotion	1
	2	Classification of products: Consumer products, Industrial products, Services-New product development process and strategies	2
	3	Product Life Cycle Management: stages of the product life cycle and their implications for marketing strategy	1
	4	Brand and Brand Equity-Building and managing brand equity-Brand positioning and differentiation	2
	5	Building and managing brand equity-Brand positioning and differentiation strategies	1
	6	Warranties and Guaranties	1
	7	Pricing objectives and policies in marketing strategy formulation	2
	8	Factors Determining Price: Market demand, competition, costs, and other factors influencing pricing decisions-Pricing methods and tactics: Cost-based pricing, Value-based pricing, Competition-based pricing, etc.	2
III	Distribution and Promotion		10
	1	Channels of Distribution: Distribution channels and their role in product distribution	2
	2	Role of Marketing Channels: Importance of intermediaries and channel partners in the distribution process	2
	3	Types of Channels	2
	4	Sales Promotion- Techniques and strategies for promoting sales	2
	5	Personal Selling and Public Relations: Role and importance of personal selling- Public relations	2
IV	Sustainable Marketing		15
	1	Meaning- Pillars of Sustainable marketing	3
	2	Marketing with sustainability concern	3
	3	Environmental Impact Management: Waste management strategies- Resource depletion mitigation	5
	5	Energy Consumption	2
	6	Green Marketing: Strategies for promoting environmentally friendly products and practices	2
V	Open-Ended Module. Practical exercise		30
	1	Recommended to organize the following: Field Project: Example: A project on Green Marketing Initiatives in different Organizations in nearby locality	
	2	Conduct real case studies to analyze marketing challenges, and successes and encourage learners to apply marketing concepts to solve practical problems	

3	Assign group projects where students develop marketing plans for hypothetical products or services
4	Conduct role-playing exercises to simulate various marketing scenarios.
5	Conduct peer reviews using marketing periodicals and journals

References:

1. Marketing Management, S.A. Sherlakar,. Himalaya
2. Fundamentals of Marketing,William J Stanton, Me Graw Hill Publishing Co,New York
3. Marketing by Lamb.Hair, Me Dannel -Thomson.
4. Marketing by Evans&.Berman,2/e, Biztantra.
5. Marketing-Concepts, strategies by William M Pride.OC Fewell.Biztantra.
6. Marketing Management, Ramaswamy &Namakumari,Macmillan.
7. Marketing Management, Arun Kumar&"Meenakshi.Vikas.
8. Principles of Marketing, Philip Kotler, Armstrong, Pearson Education.