

T.Y. (Honours)
Principles of Marketing – BC 3.62
Semester – V
Commencing from the year 2013-2014.

Unit-I

Introduction, Nature and scope of marketing, evolution of marketing, Types and functions of marketing, objectives and importance of marketing, Tradition and modern concepts of marketing, Selling v/s Marketing, Marketing Mix, Marketing Environment, factors affecting marketing environment.-(35%)

Unit-II

Consumer Behaviour, importance and significance, Market Segmentation- concept, importance, basis of segmentation, benefits and success criterias, niche marketing and individual customer marketing, Patterns of segmentation.-(30%)

Unit-III

Product – concept of product, features, product policy, components, dimensions and levels of a product, Kotler’s concept of product line and product mix, new product development strategy, product failure, product life cycle, Market Research, consumer and industrial goods, Packaging-purpose, qualities of good package, types, social view of packaging, role and functions, Brand name – dimensions of brand knowledge, brand values, traits of a success brand, levels of branding, 4 pillars of a strong brand, Brand S-curve, Reasons to buy a brand, Trademark, - After-sales services.-(35%)

Suggested Reading

1. Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ
2. William M. Pride and O.C. Ferrell; Marketing: Houghton-Mifflin Boston
3. Stanton W.J., Etzel Michael J., and Walker Bruce J. Fundamental of Marketing; McGraw-Hill, New York
4. S.A. Sherlekar- Marketing Management
5. Chunawala- Marketing Management

T.Y. (Honours)
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Semester – VI
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Unit-I

Price - importance of price in marketing mix, types of pricing policies, factors affecting price of a product/service, Discounts and rebates.-
(30%)

Unit-II

Channels of Distribution-concept, role, types of channels, factors affecting channel choice, Retailer and wholesaler, Transportation, Warehousing, Standardisation and grading, Inventory control.-(30%)

Unit-III

Promotion, Methods of promotion, optimum promotion mix, Advertising-medias, characteristics of effective advertisement, objective, appeal and content in an advertisement, merits and limitations, Personal selling, traits of a sales person, functions of a salesman, publicity, importance and benefits.-(40%)

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1. Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ
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