

Basics of Marketing

Course Category:	Open Elective-II	COURSE CODE: 19HS5601I											Credits:	3	
Course Type:	Theory											Lecture-Tutorial-Practical:	3-0-0		
Prerequisites:	Nil											Continuous Evaluation:	30		
												Semester End Evaluation:	70		
												Total Marks:	100		
Course Outcomes	Upon successful completion of the course, the student will be able to:														
	CO1	Understand issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs													
	CO2	Make use of the key analytical frameworks and tools used in marketing in relation to segmenting and targeting of products													
	CO3	Get acquainted with the components of marketing mix, stages in new product development													
	CO4	Analyse the objectives and methods for pricing products and selecting channel members													
	CO5	Evaluate the techniques of promotion mix													
Contribution of Course Outcomes towards achievement of Program Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	CO1							3	3	2			3		3
	CO2							3	3	2			3		3
	CO3							3	3	2			3		3
	CO4							3	3	2			3		3
	CO5							3	3	2			3		3
1- Low 2-Medium 3-High															
Course Content															
UNIT-1	Introduction to Marketing: Definition, Nature, Scope, Importance of Marketing, Core Concepts of Marketing, Philosophies of Marketing.														CO1
UNIT-2	Market Segmentation ,Targeting and Positioning: Definition, Levels of Segmentation, Bases of Segmentation, Target Market, Positioning Strategies.														CO2
UNIT-3	Marketing Mix:4P's, Classification of Products, Product Life Cycle (PLC)-Stages, New Product Development(NPD)- Types, Process														CO3
UNIT-4	Pricing: Definition, Objectives, Pricing Strategies- Channels of Distribution: Definition, Functions, Levels														CO4
UNIT-5	Promotion Mix: Definition, Objectives, Importance, Elements, Integrated Marketing Communication(IMC)														CO5
Learning Resources															
Text Books	1. Philip Kotler, Gary Armstrong and PrafullaAgnihotri, Principles of Marketing, Pearson India, 17th Edition. New Delhi: 2018 2. RajanSaxena, Marketing Management, Tata-McGraw Hill, Fifth Edition New Delhi :2015														
Reference Books	1. Etzel, Walker, Stanton &Pandit, "Marketing Concepts & Cases", Tata McGraw Hill, New Delhi. 2. Govindarajan M., "Marketing Management, Concepts, Cases, Challenges and Trends", PHI Private Limited, New Delhi, 2007. 3. Karunakaran, "Marketing Management", Himalaya Publishing House, Mumbai. 4. Charles W. Lamb, Joseph F. Hair, Carl McDaniel, Harish Kapoor, Henry Klaise "MKTG", Cengage Learning, New Delhi, 2012.														
Digital Resources	1. https://nptel.ac.in/courses/110/104/110104068/ 2. https://nptel.ac.in/courses/110/107/110107147/ 3. https://nptel.ac.in/courses/110/104/110104070/														