## BASICS OF MARKETING

| Course Code | 19HS5601I | Year | III | Semester | II |
|---|---|---|---|---|---|
| Course Category | Open Elective II | Branch | Common to all | Course Type | Theory |
| Credits | 3 | L-T-P | 3-0-0 | Prerequisites | NIL |
| Continuous Internal Evaluation | 30 | Semester End Evaluation | 70 | Total Marks | 100 |

| Course Outcomes | |
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| 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 & Strength of correlations (H-High3, M-Medium-2, L- Low-1)

| | 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 |
| Average* (Rounded to nearest integer) | | | | | | | 3 | 3 | 2 | | | 3 | | 3 |

| SYLLABUS | | |
|---|---|---|
| UNIT NO. | CONTENT | Mapped CO |
| I | Introduction to Marketing: Definition, Nature, Scope, Importance of Marketing, Core Concepts of Marketing, Philosophies of Marketing. | CO1 |
| II | Market Segmentation, Targeting and Positioning: Definition, Levels of Segmentation, Bases of Segmentation, Target Market, Positioning Strategies. | CO2 |
| III | Marketing Mix:4P's, Classification of Products, Product Life Cycle (PLC)-Stages, New Product Development( NPD)- Types, Process | CO3 |
| IV | Pricing: Definition, Objectives, Pricing Strategies- Channels of Distribution: Definition, Functions, Levels | CO4 |
| V | Promotion Mix: Definition, Objectives, Importance, Elements, Integrated Marketing Communication(IMC) | CO5 |

| Learning Resources |
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| **Text Books** |
| 1. Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Principles of Marketing, Pearson India, 17th Edition. New Delhi: 2018 |
| 2. Rajan Saxena, 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. |
| **e- Resources & other digital material** |
| 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/ |