

ADC/B.Com-II
PAPER – VI: Principles of Marketing

Objectives

The objectives of the course are to enable the participants:

- to understand the nature and scope of marketing
- to develop skills of marketing research
- to analyze the buying behavior of consumer
- to evaluate marketing performance and planning product life cycle

Contents

1. Marketing:

Nature and scope, marketing functions, importance, concept and evolution of marketing.

2. Environment and Information System:

Micro and Macro roles: Responding to the marketing environment. Marketing information system and research process.

3. Study of Consumer Behavior:

Characteristics affecting consumer behavior. Buyer decision process.

4. Target Marketing:

Measuring current market demand and forecasting future demand. Market segmentation and market Targeting.

5. Product Planning and Development:

The meaning of Product and Classification; new Product Planning product life cycle, Product mix, Branding Labeling and Packaging decisions.

6. Pricing:

Factors affecting price decision, Pricing approaches. Pricing strategy.

7. Channels of Distributions:

Nature and types of Middlemen and Distribution channels. Selecting the channels. Retailing: nature, types and importance of retailing; Wholesaling: Types of wholesalers; Trends in wholesaling. Importance of storage. Transportation means merits and demerits.

8. The Promotion:

Nature and purpose of promotion. Steps in developing effective communication for marketing. Advertising, Direct selling and Personal selling. Sales promotion tools. Publicity and Public relation concepts. Brief plan for Advertising and Personal selling process.

9. Marketing Management:

Meaning and nature: Building customer relationship through satisfaction, value and quality, Evaluating marketing performance.

10. Services Marketing:

Nature and importance of services, marketing strategies for service firms.

Recommended Books

1. Stanton, William J and Walker Brach Fundamentals of Marketing, New York Walker

Brach McGraw Hill,

2. Kotler, Philip & Armstrong, **Principles of Marketing**, London, Prentice Hall.

3. Evans, Joel R and Berman Barry, **Marketing**, New York Mc-Millan

4. Etze, Walker, Staton, **Marketing**, New York, McGraw Hill, USA, (latest year)

Note: 1. Latest edition of books are recommended.

2. Duration of course will be 20 weeks.

3. Total 20 lectures of two hours duration will be delivered.