

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
3	BCMMJ-403	Principles of Marketing Management	Major	4	4	0	0	40	60	100

Course Outcomes:

At the end of the course the student will be able to: -	
CO1	Understand the concepts and principles of marketing.
CO2	Articulate Segmentation, Targeting and Positioning strategies.
CO3	Analyze the product and product brand relationships.
CO4	Illustrate the factors affecting Consumer buying behavior.
CO5	Evaluate the recent trends in marketing

Detailed Syllabus**Section A**

Unit I: Introduction to Marketing: Definition and scope of marketing, Concept of needs, wants and demands, Evolution of Marketing Philosophy, Marketing Channels and Media Types; Marketing-Environment and functions; Marketing Mix- 4Ps and 4A's, Importance and factors affecting marketing mix.

(10 Hrs)

Unit II: Market Segments, Targets and Brand Positioning: Market Segmentation- Concept, variables, process, levels and need; Market Targeting- Concept and Techniques; Positioning-Concept, Frame of Reference, POP vs POD, Establishing Brand Positioning.

(10 Hrs)

Unit III: Product: Meaning & Classification of products, New Product development, Reasons for failure of new products, Product Life Cycle, Branding – Types of brands, Brand Equity, Brand Loyalty, Product and Brand Relationships. Service Marketing- Concept and 7 P's of Service Marketing

(10 Hrs)**Section B**

Unit IV: Analyzing Consumer Markets: Factors influencing Consumer Behavior; The Buying Decision Process: The Five Stage Model, Moderating effects on Consumer decision making, Behavioral Decision Theory and Behavioral Economics.

(09 Hrs)

Unit V: Trends in Marketing Practices: Internal Marketing, socially responsible Marketing, Cause Related Marketing, online marketing, mobile marketing, green marketing and Rural Marketing.

(09 Hrs)**Textbooks:**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Marketing Management	Philip T. Kotler, Kevin Lane Keller	Pearson	15 th (2016)
2.	Marketing Management	Ramaswamy V S and Nama Kumari	MacMillan India Ltd	5 th (2017)

Reference Books:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Principles of Marketing	Philip T. Kotler, Gary Armstrong, Prafulla Agnihotri	Pearson	17 th (2018)