

COURSE HANDOUT

PRINCIPLES OF MARKETING MANAGEMENT (BCMMJ-403)

BCOM-4th Semester
ACADEMIC YEAR (2023-24)

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Department of Commerce



UG School of Management

Model Institute of Engineering & Technology (Autonomous)

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www.mietjmu.in

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
BCMMJ-403	Principles of Marketing Management	Core	4	5	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 various types of market structures.
CO4	Interpret the various pricing methods and strategies.
CO5	Evaluate the recent trends in marketing.

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 Hours)

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.

Section B

(10 Hours)

Unit-III

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

(10 Hours)

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 Hours)

Unit-V

Trends in Marketing Practices: Internal Marketing, Socially responsible Marketing, Cause Related Marketing, online marketing, mobile marketing, Green marketing and Rural Marketing

(09 Hours)

Textbooks

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

Reference Books

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

COURSE PLAN

Unit-I Introduction to Marketing

S.No	Topics	Recommended Books
1	Definition and scope of marketing	Book 1, Ch.1
2	Concept of needs, wants and demands	Book 1, Ch.1
3	Evolution of Marketing Philosophy	Book 1, Ch.1
4	Marketing Channels and Media Types	Book 2, Ch.2
5	Marketing-Environment and functions	Book 2, Ch.2
6	Marketing Mix- 4Ps and 4 A's	Book 2, Ch.2
7	Importance and factors affecting marketing mix.	Book 2, Ch.2

Unit-II Market Segments, Targets and Brand Positioning

8	Market Segmentation- Concept, variables,	Book 1, Ch.2
9	Process, levels and needs of Market Segmentation	Book 1, Ch.2
10	Market Targeting- Concept and Techniques	Book 1, Ch.1
11	Positioning-Concept	Book 2, Ch.2
12	Frame of Reference	Book 2, Ch.2
13	POP vs POD	Book 2, Ch.2
14	Establishing Brand Positioning	Book 2, Ch.2

Unit-III Product

15	Meaning & Classification of products	Book 2, Ch.2
16	New Product development	Book 2, Ch.2
17	Reasons for failure of new products	Book 2, Ch.2
18	Product Life Cycle	Book 2, Ch.2
19	Branding – Types of brand	Book 2, Ch.2
20	Brand Equity, Brand Loyalty	Book 2, Ch.2
21	Product and Brand Relationships.	Book 2, Ch.2
22	Service Marketing- Concept and 7 P's of Service Marketing.	Book 2, Ch.2

Unit-IV Analyzing Consumer Markets

23	Factors influencing Consumer Behavior	Book 2, Ch.3
24	The Buying Decision Process:	Book 1, Ch.4
25	The Five Stage Model	Book 1, Ch.4
26	Moderating effects on Consumer decision making	Book 2, Ch.3
27	Behavioral Decision Theory	Book 1, Ch.3

28	Behavioral Economics	Book 2, Ch.3
Unit-V Trends in Marketing Practices		
29	Internal Marketing	Book 2, Ch.8
30	Socially responsible Marketing	Book 1, Ch.8
31	Cause Related Marketing,	Book 2, Ch.8
32	online marketing	Book 1, Ch.8
33	mobile marketing	Book 2, Ch.8
34	Green marketing	Book2, Ch. 8
35	Rural Marketing	Book2, Ch. 8

ADDITIONAL WEB RESOURCES

1.	SWAYAM NPTEL Course on “Marketing Management” https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/221
2.	MOOC Course on Marketing Management https://www.coursera.org/learn/wharton-marketing

GRADING AND ASSESSMENT

Sessional Test: 20 marks

Assignment: 10 marks

Attendance: 10 marks

Final Examination: 60 marks

COURSE POLICIES

Attendance: Minimum 75% attendance is mandatory to appear in the final examination of the course.

Academic Integrity: MIET’s academic integrity policies apply. Plagiarism will not be tolerated.

Late Submissions: Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

Office Hours

Monday (2:30 PM – 3:30 PM)

Friday (2:30 PM – 3:30 PM)

Contact Information

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