

Semester: I
Paper No: 4
Course Code: 1004
Paper: Principles of Marketing
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study OR Data collection related to consumer behaviour	Case Solution / Presentation	10
Assignment on Branding or Segmentation or Competitive Strategies	Presentation	15
	Total	25

Objectives:

The student will gain broad exposure to both the theoretical and practical aspects of Marketing Management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Understanding the Basics Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India	06	25
	2.	Overview of Marketing Introduction to Markets Various types of Markets Origin of Marketing Various Definitions of Marketing Role of Marketing and its Relevance Various Marketing Concepts	09	
II	4	The Marketing Concept Differentiate between Selling and Marketing Marketing Philosophies The Marketing Environment Need for Environment Analysis Nature of the Marketing Environment Understanding Macro and Micro Environment	06 09	25
III	7.	SWOT Analysis Concept of SWOT Advantage of SWOT Utility of SWOT Analysis (Use Case Study for Discussion)	15	25

IV	9.	Marketing in the New Economy Introduction to B2B Introduction to B2C Introduction to E-Marketing	15	25
		Total	60	100

Reference Books:

- 1 Marketing Management Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, Rajan Saxena, Tata McGraw Hill, 2010
- 3 Marketing Management, Bholanath Dutta, Excel Books, 2010
- 4 Marketing Management, VS Ramaswamy & S Namakumari, Macmillan, 2008