Curriculum plan (Odd Semester 2024-2025) August 2024- December 2024

Teacher Name: Ms. Shweta Raj

Paper name: Principals of marketing

Class type: B.Com (HONS) Sem 3

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| **Unit to be taken** | **Month wise schedule to be followed** | **Tests/Assignments/ Revision/Presentations etc** |
| **Unit- 1 Introduction**  **Unit 1: Introduction to Marketing and Marketing Environment (9 hours)**Introduction to Marketing: Scope and Importance; Core concepts of marketing, Marketing Philosophies, Services Marketing, Marketing MixMarketing Environment: Need for studying marketing environment, Micro environmental factors-company, suppliers, marketing intermediaries, customers, competitors, publics ; Macro environmental factors-demographic, economic, natural, technological, politico-legal and socio-cultural. | August-September | Assignment |
| **Unit 2: Consumer Behaviour and Market Selection (9 hours)**Consumer Behaviour: Need for studying consumer Behaviour, Stages in Consumer buying decision process, Factors influencing consumer buying decision. Market Selection: Choosing market value through STP, Market Segmentation bases of segmenting consumer markets, Market Targeting, Product Positioning concept and bases. | September | Assignment/Test |
| **Unit 3: Product Decisions and New Product Development (9 hours)**Product Decisions: Concept and classification, Levels of Product Designing value ; Product-mix, Branding-types, significance, and qualities of good brand name, Packaging and Labelling-types and functions, Product support services. New Product Development: New product development process, Product life cycle-concept and marketing strategies. | October | Test |
| **Unit 4: Pricing Decisions and Distribution Decisions (9 hours)** Pricing Decisions : Objectives, Factors affecting price of a product, Pricing methods ,Pricing strategies.Distribution Decisions: Delivering Value Channels of distribution- types and functions; Wholesaling and retailing; Factors affecting choice of distribution channel; Logistics decisions | October-November | Test/Presentation |
| **Unit 5: Promotion Decisions and Developments in Marketing (9 hours)**  Promotion Decisions: Communicating Value Communication process, Importance of Promotion, Promotion-mix tools advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication  Developments in Marketing: Sustainable Marketing- concept and issues , Rural marketing- characteristics and rural marketing mix ; Social marketing concepts and issues ; Digital marketing-concepts and tools. | November | Assignment/Presentation |