

MKT201:PRINCIPLES OF MARKETING

L:3 T:1 P:0 Credits:4

Course Outcomes: Through this course students should be able to

CO1 :: analyze the marketing environment and marketing concepts to identify factors influencing marketing decisions and strategies

CO2 :: apply consumer behaviour insights, market segmentation, targeting, and positioning concepts to marketing decision-making

CO3 :: assess marketing mix decisions related to product, pricing, communication, and value delivery in diverse marketing contexts

CO4 :: examine customer relationship management, marketing channels, and sustainable marketing practices for enhancing customer value and organizational growth

CO5 :: evaluate customer relationship management, marketing channels, and sustainable marketing practices for enhancing customer value and organizational growth

Unit I

An Overview of Marketing : Concept of marketing, marketing management philosophies, strategic planning, marketing plan, marketing environment, external macro marketing environment, external micro-environment, internal marketing environment, difference between selling and marketing, the value concept of marketing, value delivery process

Unit II

Marketing research and Consumer behaviour : managing marketing information to gain customer insights, consumer markets and buyer behaviour, business markets and business buyer behaviour, segmenting, targeting and positioning

Unit III

Creating value : product and service decisions, new product decisions, brand management and decisions, price setting policy, pricing strategies

Unit IV

Communicating Value : Integrated Marketing Communication, Advertising and Public Relations, Personal Selling and Sales Promotion

Unit V

Delivering Customer Value and Sustainable Growth : managing the distribution function, retail management, customer relationship management, marketing performance and control, rural marketing and green marketing

Unit VI

AI and digital marketing : understanding digital marketing, search engine optimization, pay per click, content marketing, affiliate marketing, social media marketing, various application of AI in modern marketing (4Ps) world

Text Books:

1. PRINCIPLES OF MARKETING by PHILIP KOTLER, GARY ARMSTRONG, SRIDHAR BALASUBRAMANIAN, PRAFULLA AGNIHOTRI, PEARSON

References:

1. MARKETING MANAGEMENT (16TH/17TH GLOBAL EDITION) by PHILIP KOTLER, KEVIN LANE KELLER, ALEXANDER CHERNEV, PEARSON
2. MARKETING MANAGEMENT, INDIAN CONTEXT GLOBAL PERSPECTIVE by RAMASWAMY, NAMAKUMARI, SAGE PUBLICATIONS

