

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: I
Syllabus with effect from: June 2011

Paper Code: UB01ECOM05	Total Credit: 3
Title Of Paper: Principles of Marketing-I	

Unit	Description in detail	Weighting (%)
1	Introduction to Marketing Conceptual Framework: Meaning & Concept Core Concepts, Marketing Philosophies, Functions of Marketing, Marketing Strategy, concept of Marketing Mix Consumer Behaviour: Meaning & Concept, Factors Influencing Consumer Behaviour, Buying Decision Process.	25 %
2	Product Decisions: Product: Meaning-Concept, Product Mix Decisions Product Life Cycle (PLC): Meaning-Concept-Stages of PLC-Characteristics & Strategies New Product Development: Meaning-Concept, New Product Development Process, Packaging & Labeling Decisions	25 %
3	Pricing Decisions: Pricing Decisions: Meaning-Concept, objectives Steps of the Price Determination Procedure Pricing Objectives Pricing Methods Pricing Policies	25 %
4	Distribution Decisions Meaning, concept, importance, functions of distribution channels, factors, types, channel selection decision	25 %

Basic Text & Reference Books

- Kotler P, Kevin Keller & Jha., 2007, Marketing Management, Analysis, Planning, Implementation & Control, Prentice Hall, New Delhi.
- Kotler P, 2004, Understanding foundations of Marketing Management, Analysis, Planning, Implementation & Control, Prentice Hall, New Delhi.
- Ramaswamy V.S. & Namakumari. S., 2008. Marketing Management. Macmillan; Mumbai.

