

**SARDAR PATEL UNIVERSITY**  
**Programme: B.Com.**  
**Semester: I**  
**Syllabus with Effect From: June-2018**

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| <b>Paper Code: UB01DCOM25</b>                    | <b>Total Credit: 3</b> |
| <b>Title Of Paper: Principles of Marketing-I</b> |                        |

**Objective:** The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

| Unit       | Description of Detail   | Weighting(%) |
|------------|---|--------------|
| <b>I</b>   | <b>Introduction to Marketing</b><br>Conceptual Framework: Meaning & Concept<br>Core Concepts, Marketing Philosophies, Functions of Marketing, Marketing Strategy, concept of Marketing Mix<br>Consumer Behaviour: Meaning & Concept, Factors Influencing Consumer Behaviour, Buying Decision Process. | <b>25%</b>   |
| <b>II</b>  | <b>Product Decisions:</b><br>Product: Meaning-Concept, Product Mix Decisions<br>Product Life Cycle (PLC): Meaning-Concept- Stages of PLC- Characteristics & Strategies<br>New Product Development: Meaning-Concept, New Product Development Process, Packaging & Labeling Decisions                   | <b>25%</b>   |
| <b>III</b> | <b>Pricing Decisions:</b><br>Pricing Decisions: Meaning-Concept, objectives<br>Steps of the Price Determination Procedure<br>Pricing Objectives<br>Pricing Methods<br>Pricing Policies  | <b>25%</b>   |
| <b>IV</b>  | <b>Distribution Decisions</b><br>Meaning, concept, importance, functions of distribution channels, factors, types, channel selection decision   | <b>25%</b>   |

**Basic Text & Reference Books:-**

- Lancaster G. & Jobber D., 2004, Selling & Sales Management; Macmillan India Ltd; Mumbai
- 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