

SARDAR PATEL UNIVERSITY
B.Com. Semester: I
Syllabus with Effect From: June-2019

Paper Code: UB01DCOM55	Total Credit: 3
Title Of Paper: Principles of Marketing-I	

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

Unit	Description of Detail	Weighting (%)
I	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%
II	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%
III	Pricing Decisions: Pricing Decisions: Meaning-Concept, objectives Steps of the Price Determination Procedure Pricing Objectives Pricing Methods Pricing Policies	25%
IV	Distribution Decisions Meaning, concept, importance, functions of distribution channels, factors, types, channel selection decision	25%

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