

SARDAR PATEL UNIVERSITY

B.COM. (BUSINESS STUDIES) SEMESTER-I		
Course Code UB01DCOM75	Course Title Principles of Marketing - I	Total Credit 3
Course Objectives	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing..	

Course Description		
Unit	Description	Weightage
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,functionsofdistributionchannels,factors,types, Channel selection decision	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Get idea about Marketing
2.	Learn the concepts of Product ,Pricing and Distribution Decisions

Suggested References:	
Sr. No	References
1.	Lancaster G. & Jobber D., 2004, Selling & Sales Management; Macmillan India Ltd; Mumbai Kotler P, Kevin Keller & Jha., 2007.
2.	Marketing Management, Analysis, Planning, Implementation & Control, Prentice Hall, New Delhi.
3.	Kotler P, 2004, Understanding foundations of Marketing Management, Analysis, Planning, Implementation & Control, Prentice Hall, New Delhi
4.	Ramaswamy V.S. & Namakumari S., 2008. Marketing Management. Macmillan; Mumbai
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/221	