

PRINCIPLES OF MARKETING

Course objectives

The objective of this course, specifically, is to enhance the conceptual knowledge of marketing as applicable to decision making process with a focus on tactical marketing mix decisions. Further it will provide the student with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives. The course, will therefore, provide an understanding of the principles of marketing in relation to the product and services including the planning process, organizing the marketing functions, implementing the marketing decisions keeping in mind the ethical, legal and societal consideration.

Course Contents

-) What is marketing
-) Marketing management philosophies
-) Scanning the marketing environment
-) Marketing research and information systems
-) Identifying market segments and selecting target markets
-) Product and services marketing
-) Marketing mix
-) Marketing communication
-) Managing distribution channels

Reference Books

-) Philip Kotler, Principles of Marketing, 15th Edition, Jan 2013
-) David Jobber, Principles of Marketing (Latest Edition), Dec 2009
-) Jerome McCarthy & William, D. Pareanth, Basics Marketing, (Latest Edition)