

# Teaching Lesson Plan

## Semester-V

### MJ 12: PRINCIPLE OF MARKETING

Lecture hours: 60

**OBJECTIVES:** To provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	<b>Introduction to Marketing and Marketing Environment</b>	12Hrs		
	Introduction to Marketing: Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing, Marketing Mix. Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors demographic, economic, natural, technological, politico-legal and socio- cultural.	12	PPT, Illustrations	Q & A, Assignments
Unit-II	<b>Consumer Behavior and Market Selection</b>	12Hrs		
	Consumer Behavior: Need for studying consumer Behavior; Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Selection: Choosing market value through STP. Market Segmentation- bases of segmenting consumer markets. Market Targeting, Product Positioning – concept and bases	12	PPT, Illustrations	CIA
Unit-III	<b>Product Decisions and New Product Development</b>	12Hrs		
	Product Decisions: Concept and classification; Levels of Product. Designing value: Product mix, Branding- types, significance, and qualities of good brand name; Packaging and Labeling types and functions; Product support services. New Product Development: New product development process; Product life cycle – concept and marketing strategies.	12	PPT, Illustrations	Q & A, Assignments
Unit-IV	<b>Pricing Decisions and Distribution Decisions</b>	12Hrs		
	Pricing Decisions: Objectives; Factors affecting price of a product; Pricing methods; Pricing strategies. Distribution Decisions: Delivering Value: Channels of distribution- types and functions; Wholesaling and retailing; Factors affecting choice of distribution channel; Logistics decisions.	12	PPT, Illustrations	Q & A, Assignments
Unit-V	<b>Promotion Decisions and Developments in Marketing</b>	12Hrs		

Promotion Decisions: Communicating Value: Communication process; Importance of Promotion. Promotion mix tools advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication. Developments in Marketing: Sustainable Marketing- concept and issues. Rural marketing- characteristics and rural marketing mix. Social marketing- concept and issues. Digital marketing- concepts and tools	12	PPT, Illustrations	Q & A, Assignments
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**Reference Books:**

1. Baines Et AL (2021). Fundamentals of Marketing. Oxford University Press.
2. Etzel, M. J., Walker, B. J., Stanton, W. J., Pandit, A. (2010). Marketing. Mc Graw Hill.
3. Jain, P & Singhal, N. Principles of Marketing. Scholar Tech Press, Delhi.
4. Kapoor, N. (2021). Principles of Marketing. Prentice Hall of India.
5. Kotler, P., Armstrong, G., Agnihotri, P. (2018). Principles of Marketing. Pearson Education. Indian edition.
6. Kotler, P., Chernev, A., Keller, K. L. (2022). Marketing Management. United Kingdom: Pearson Education.
7. Levy, M., Grewal, D. (2022). Marketing. United States: McGraw-Hill Education.
8. Mamoria C.B., Bhatacharya A., Marketing Management. Kitab Mahal, Delhi
9. Sharma, K., Aggarwal S. (2021). Principles of Marketing. Taxmann Publications.

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