

## BCM-301 PRINCIPLES OF MARKETING

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**Course Objective:** The objective of the course is to facilitate understanding of the conceptual framework of and identifies the essential elements for effective marketing practice.

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<b>Block-1</b>	<b>Marketing Organisation and Marketing Research</b>
Unit-1	Marketing- An Introduction, Concept, Mix
Unit-2	Marketing-Process and Functions
Unit-3	Marketing Environment
Unit-4	Marketing Organization
Unit-5	Marketing Information System and Marketing Research
<b>Block-2</b>	<b>Consumer Behaviour and Product Life Cycle</b>
Unit-6	Consumer Behaviour
Unit-7	Market Segmentation
Unit-8	Positioning
Unit-9	Product- An Introduction and Classification
Unit-10	Product Life Cycle and Competitive Strategies
<b>Block-3</b>	<b>Product Mix Strategies and Price Strategies</b>
Unit-11	Product Line and Product Mix Strategies
Unit-12	Branding, Packaging and Labelling
Unit-13	Price-Planning, Policies and Strategies
Unit-14	Distribution Channel Planning
<b>Block-4</b>	<b>Sales Promotion Programme and Advertisement</b>
Unit-15	Sales Promotion Programme
Unit-16	Advertising
Unit-17	Personal Selling Decision and Publicity
Unit-18	International Marketing

### **Suggested Readings:**

1. Kotler, Armstrong, Agnihotri and Haque, (2010), Principles of Marketing- A South Asian Perspective, 13th edition, Pearson Education.
2. Ramaswamy and Namkumar, S., (2009), Marketing Management Global Perspective: Indian Context, McMillan, Delhi.
3. Saxena, Rajan, (2008), Marketing Management, 3rd edition, McGraw Hill Education.
4. Kumar, Arun and Meenakshi, N., (2009), Marketing Management, Vikas Publishing House.