

Course Code	Course Title	C	H	I	E	T
17U2KMC5	Marketing	4	60	25	75	100
Learning Objectives <ul style="list-style-type: none"> • To know the basic concept of marketing and various approaches of marketing • To gain advanced knowledge on functions of marketing and Consumer Behaviour • To acquaint the concept of Marketing mix and its relevance • To put on knowledge on Services marketing 						
Learning Outcomes: Knowledge on Marketing, functions, marketing mix and services marketing. Ability to connect the proper marketing strategies in the business						

Unit I: Introductions to Marketing

Definition – Importance – Evolution of Marketing Concept – Marketing Functions – Classification – Approaches to the Study of Marketing – Meaning of market – Kinds of Market – Market Segmentation – Methods of Segmentation - Concept of Market Targeting and Positioning.

Unit II: Functions of Exchange

Introduction - Buying – Meaning – Kinds of buyers – Elements of buying – Methods of buying – Assembling. Selling – Meaning – Elements of Selling – Kinds of Selling. Functions of Physical Supply: Transportation – Importance and Functions – Modes of Transportation – Storage and Warehousing – Meaning – Functions – Types of Warehouses.

Unit III: Consumer Behaviour

Introduction - Buying Motive - Determinants – Buying Process. Standardization & Grading – Meaning – Importance of Standardization & Grading in India – Bureau of Indian Standards – AGMARK – Meaning and uses.

Unit IV: Marketing Mix

Introduction – Meaning - 4 P's - Product, Price, Place and Promotion - Product Planning & Development – Meaning and Importance – Steps involved in the Development of a New Product – Product and Product Line Modification – Diversification – Simplification – Product Life Cycle – Stages in the product life cycle – Reasons for new product failure.

Unit V: Service Marketing

Introduction - Definition - 3 P's- People, Process and Physical evidence - Reasons for Growth - Characteristics of Services – Intangibility – Inseparability – Heterogeneity – Perishability - Ownership - Marketing Mix in Service Marketing - Service Quality.

Text Book

1. R.S.N. Pillai and Bagavati, "*Modern Marketing Principles & Practices*", Fourth Edition, 2015, S.Chand & Company Pvt., Ltd., New Delhi.

Reference Books

1. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, "*Principles of Marketing- A South Asian Perspective*", Thirteenth Edition, 2010, Pearson India.
2. N. Rajan Nair & Sanjith R Nair, "*Marketing*", 2011, Sultan Chand & Sons, New Delhi.11.
3. S.A. Sherlekar, "*Modern Marketing*", 2016, Himalaya Publishing House, Mumbai, Second Edition.
4. S.M. Jha, "*Services Marketing*", Sixth Edition, 2009, Himalaya Publishing House.
5. www.investopedia.com