

Course code	TITLE OF THE COURSE			L	T	P	C
Allied IV	PRINCIPLES OF MARKETING			4			4
Pre-requisite	ALLIED IV: PRINCIPLES OF MARKETING			Syllabus Version			
Course Objectives:							
The main objectives of this course are to:							
➤ To emphasize on the importance of marketing as a strategy for market segmentation and for establishing a market share.							
➤ To highlight the role of advertising and personal selling for increased turnover and profitability.							
➤ To enable the students to learn the consumer protection act and new marketing approaches.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Explain the modern marketing concepts.						K2
2	Understand functions of marketing and standardization systems.						K2
3	Understand the concepts of marketing promotional strategy.						K3
4	Understand the consumer behavior needs and factors of buying behavior.						K4
5	Examine the needs of consumer protection act and new approaches of marketing.						K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							

UNIT –I		Hours - 12
Marketing-Definition of Market & Marketing-Classifications of Markets-Marketing & Selling-Objectives & Importance of Marketing – Modern Marketing Concept.		
UNIT – II		Hours - 12
Marketing Functions-Marketing Process-Classification-Functions of Exchange-Physical Supply-Facilitating Functions-Standardization and Grading -AGMARK-BIS/ISI.		
UNIT – III		Hours - 12
Market Mix-Product Mix- Price mix-Market Segmentation-Promotion Mix-Advertising and Personal Selling-Physical Distribution Mix-Functions-Types of Middlemen.		
UNIT - IV		Hours - 12
Consumer Behavior-Meaning - Need for Studying Consumer Behavior- Factors Influencing Consumer Behavior- Buyers Decision Making Process.		
UNIT - V		Hours - 12
Consumerism-Need for Consumer Protection-Consumer Protection Act-Features-Competition Act-Commission Act-RTI Act- Unfair and Restricted Trade Practices-New Approaches in Marketing-Web-Based Marketing-E-Marketing-E-Retailing- Multi Level Marketing- Tele Marketing – Plano gram.		

Reference Books	
1	Rajan N. Nair and Sanjith, Nair R – Marketing, Sultan Chand & Sons, 2012, 7th edition.
2	Chandrasekaran K.S – Marketing Management, The McGraw Hill Companies, 2010 1st

	Edition.
3	Pillai R.S.N and Bhagavathi – Modern Marketing Principles and Practice, Sultan Chand & Sons, 2010, 14th edition.
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Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO3	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M