

## B. Com. Semester IV

### Principles of Marketing -Syllabus

<b>Unit</b>	<b>Title</b>	<b>Details of Topic</b>
Unit I	<b>Marketing Principles and Society</b>	Introduction, What is Marketing? , What's the Difference between Customers and Consumers?, Market Orientation, A History of Marketing, What Do Marketers Do, Principles of Marketing, The Marketing Mix and the 4Ps, Marketing as Exchange, Relationship Marketing and Co-creation, Marketing in Context
Unit II	<b>The Global Marketing Environment</b>	Case Insight Michelin Tyres , Introduction, Understanding the External Environment, Environmental Scanning, Understanding the Performance Environment, Understanding the Internal Environment
Unit III	<b>Understanding Customer Behavior</b>	Case Insight: BRAND sense agency, Introduction, Consumer Buying Behavior, The Consumer Acquisition Process, The Psychology of Consumer Behavior, The Importance of Social Contexts, Organizational Buying Behavior
Unit IV	<b>Marketing Research</b>	Case Insight: i to i research, Introduction, Definitions of Marketing Research, Marketing Information Systems, Commissioning Market Research, The Marketing Research Process, Market and Advertisement Testing, Marketing Research and Ethics, International Marketing Research
Unit V	<b>Marketing Strategy</b>	Case Insight: Innocent Drinks, Introduction, Influences on Strategic Marketing Planning, Strategic Market Analysis, Strategic Marketing Goals, Strategic Market Action, Marketing Planning

#### Books Recommended:

1. Paul Baines, Chris Fill, Kelly Page, Essentials of Marketing, Oxford Uni. Press
2. Philip Kotler, Kevin Lane Keller, Marketing Management, 14<sup>th</sup> Edition, Pearson