

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester II
with Effect from the Academic Year 2016-2017**

Elective Courses(EC)

1. Principles of Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	15
2	Marketing Environment, Research and Consumer Behaviour	15
3	Marketing Mix	15
4	Segmentation, Targeting and Positioning and Trends In Marketing	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Marketing
	<ul style="list-style-type: none"> ● Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function ● Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. ● Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.
2	Marketing Environment, Research and Consumer Behaviour
	<ul style="list-style-type: none"> ● The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. ● Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis) ● Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research ● MIS: Meaning, features and Importance ● Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour
3	Marketing Mix
	<ul style="list-style-type: none"> ● Marketing mix: Meaning –elements of Marketing Mix. ● Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. ● Branding –Packing and packaging – role and importance ● Pricing – objectives- factors influencing pricing policy and Pricing strategy. ● Physical distribution – meaning – factor affecting channel selection-types of marketing channels ● Promotion – meaning and significance of promotion. Promotion tools (brief)
4	Segmentation, Targeting and Positioning and Trends In Marketing
	<ul style="list-style-type: none"> ● Segmentation – meaning , importance , basis ● Targeting – meaning , types ● Positioning – meaning – strategies ● New trends in marketing – E-marketing , Internet marketing and marketing using Social network ● Social marketing/ Relationship marketing