



Sub Committee for Curriculum Development

Marketing Specialization

Course Name: Fundamentals of Marketing

Number of Credits: 2

Course Code: T2113

Level: 3

Learning Objective(s): At the end of the course the student will be able to:

Define the basic concepts of marketing.

Identify the marketing elements.

Explain the marketing process.

Pedagogy:

Case Studies.

Industry / Field Visits.

Assignments.

Projects.

Workshops.

Pre-learning: None.

Course Outline:

Sr.No	Topic	Hours
1	Introduction Nature, Scope and Importance of Marketing Basic Concepts of Marketing and Marketing Environment	2
2	Types of Marketing Features & importance of Tele Marketing, E-Marketing, Service Marketing, Rural Marketing Suggestions for Improvement of Rural Marketing	4
3	Product Product Strategy Product Innovation and Diffusion Product Development Product Lifecycle and Product Mix	4

4	Price Meaning, Importance and Objective Factors Affecting Pricing, Pricing Policies	4
5	Place Marketing Channels: Retailing, Wholesaling, Warehousing and Physical Distribution. Conceptual Introduction to Supply Chain Management & Customer Relationship Marketing	4
6	Promotion Mix Personal Selling, Advertising, Sales Promotion, (push versus pull strategy) Publicity and Direct marketing Recent Trends in Promotion and Advertising	4
7	Market Segmentation & Marketing Research Meaning and Different Ways to Segmentation Essential of Effective Market Segmentation Difference between Differential Marketing & Concentrated Marketing Meaning & Scope of Marketing Research Procedure Types & Techniques of Marketing Research	6
8	Contemporary issues in marketing: Green Marketing	2
	Total	30

Books Recommended:

1. Kotler / Koshy / Keller / Jha [2009] – *Marketing Management* – A South Asian Perspective, 13th Ed. – Pearson Education (Reference Book)
2. Kotler Philip, *Marketing Management Analysis, Planning, Implementation and Control*, Prentice Hall, New Delhi (2008)
3. Kotler Philip / Armstrong Gray [2006] – *Principles of Marketing* - 11th Ed. – Pearson Education .
4. CZINKOTA/Kotabe/Mercer [1997] – *Marketing management* Blackwell Busines.
5. Boyd/Walker/Larreche [1995] – *Marketing management* -2nd Ed.- Irwin Pub.
6. Etzel/Walker/Stanton [2004] – *Marketing* – 13th Ed.-TMH
7. Fundamentals of Marketing (Mc Graw Hill) , Stanton William J
8. Marketing Management: Planning, implementation and Control, Ramaswamy V.S. and Namakumari S
9. Gary Armstrong, Michael Harker, Philip Kotler and Ross Brennan, *Marketing: An Introduction*, Financial Times Prentice Hall (2009)
10. Greg W. Marshall, Mark Johnson, *Marketing Management*, McGraw-Hill Higher Education (2009)
11. Majumdar, Ramanuj, *Product Management in India*, Prentice Hall, New Delhi (2009)
12. P. K. Saxena, *Principles of management: A Modern Approach*, Global India Publications(2009)

13. Philip Kotler and Kevin Keller, *Marketing Management*, Pearson Education, 14th Edition(2012)
14. Ramaswamy, V.S. and Namakumari S.,*Marketing Management*, Macmillan India, New Delhi(2010)
15. Srinivasan, R, *Case Studies in Marketing : The Indian Context*, Prentice Hall, New Delhi, 4th Ed. (2008)
16. V. S. Bagad, *Principles of Management*, Technical Publications (2009)

Suggested Evaluation Methods:

Group project/ Industry project.

Parallel/Similar courses the existing curriculum:

S.No	Name of the course	Institute where it was offered.
1	Marketing Management	(SIIB-IB)
2	Marketing Management	(SIIB-AB)
3	Essentials of Marketing	(SITM)
4	Marketing Management	SITM
5	Marketing Management 1	SIBM-B
6	Marketing Management	SCMHRD
7	Marketing Management 1	SIMS
8	Marketing Management 2	SIMS
9	Marketing Management	SCMS-P
10	Marketing Management 2	SIBM-B
11	Marketing Management	SIOM
12	Marketing Management 1	SIBM-P
13	Marketing Management	Symbiosis Law school- P

Name of members	Olive Nerurkar	Surya Rashmi Rawat	Sujata Joshi	Tarun Khuswa	Vaishali Mahajan	Richa Arora
Designation	Associate Professor	Assistant professor	Assistant professor	Associate Professor	Associate Professor	Assistant professor
Org/Inst.	SCMS-P	SLS PUNE	SITM	SIBM-P	SCMHRD	SCMS-P
Signature						

Name of the Expert:

Signature:

Date: