

Semester	I	Specialization	NA
Course Code	106	Type	Generic - Core
Course Title	Basics of Marketing		

Course Objectives:	
1	To introduce marketing as a business function and a philosophy
2	To emphasize importance of understanding external environment in marketing decision making
3	To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction to Marketing:</p> <p>1.1 Definition & Functions of Marketing: Scope of Marketing, Core concepts of marketing such as Need, Want, Demand, Customer Value, Exchange, Customer & Consumer, Customer Satisfaction, Customer Delight, Customer Loyalty, Marketing v/s Market</p> <p>1.2 Markets: Definition of Market, Competition, Key customer markets, Marketplaces, Market spaces, Metamarkets</p> <p>1.3 Company Orientation towards Market Place: Product, Production, Sales, Marketing, Societal, Transactional, Relational, Holistic Marketing Orientation. Selling versus Marketing. Concept of Marketing Myopia.</p> <p>1.4 Introduction to the Concept of Marketing Mix: Origin & Concept of Marketing Mix and Definitions of 7Ps. People, Processes & Physical Evidence</p> <p>1.5 New Marketing Realities: Major Societal Forces, New Consumer Capabilities & New Company Capabilities.</p>	10 + 2
2	<p>Consumer Behavior:</p> <p>2.1 Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, 2.2 Five steps buyer decision process</p>	6 + 2
3	<p>Marketing Environment:</p> <p>3.1 Concept of Environment: Macro and Micro, Need for analyzing the Marketing Environment</p> <p>3.2 Macro Environment: Analyzing the Economic, Socio-cultural,</p>	6 + 2

	Demographic, Political – Legal - Regulatory, Technical, Environmental environments. 3.3 Linkage of Marketing Function with all functions in the organization. 3.4 Concept of Market Potential & Market Share	
4	Segmentation, Target Marketing & Positioning: 4.1 Marketing as Value Delivery Process: Traditional & modern approaches 4.2 Segmentation: Definition, Need for segmentation, Benefits of segmentation to marketers, Bases for market segmentation of consumer goods & industrial goods, Criteria for effective segmentation. 4.3 Levels of Market Segmentation: Segment Marketing, Niche Marketing, Local Marketing, Mass Marketing. 4.4 Target Market : Concept of Target Market and criteria for selection of target market 4.5 Positioning: Concept of Differentiation & Positioning, Introduction to the concepts of Value Proposition & USP.	8 + 2
5	Product – The First Element of Marketing Mix: 5.1 Product : Meaning of product, Goods & Services Continuum, Classification of consumer products – Convenience, Shopping, Specialty, Unsought, classification of industrial products – material & parts, capital items, supplies & services 5.2 Product Levels: The customer value hierarchy 5.3 Product Mix: Width, Depth, Consistency & Product line.	5 + 2

Learning Resources:

1	Text Books	Marketing Management - Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson , 13 th Edition Marketing Management, Rajan Saxena, TMGH, 4 th Edition Marketing by Lamb Hair Sharma, Mc Daniel Cengage Learning 2012
2	Reference Books	Principles of Marketing – Philip Kotler, Gary Armstrong, Prafulla Agnihotri, MKTG- CENGAGE Learning- Lamb/Hair/Sharma Ehasan Haque, Pearson, 13 th Edition Marketing Management- Text and Cases, Tapan K Panda, 2 nd Edition, Excel

		Marketing Management, Ramaswamy & Namakumari, Macmillan, 4 th Edition. Marketing Management Karurakaran Himalaya
3	Supplementary Reading Material	Marketing Whitebook (Latest Edition) Brand Equity Supplement of The Economic Times Brand Wagon Supplement of The Financial Express Strategist Supplement of Business Standard
4	Websites	NCAER - http://www.ncaer.org/ 2011 Census of India Reports - http://www.censusindia.gov.in/ http://www.marketingpower.com/Pages/default.aspx (American Marketing Association)
5	Journals	IIMB Management Review Vikalpa