



Sanjay Ghodawat University, Kolhapur

Established as a State Private University under Govt. of Maharashtra Act no. XL dated 3rd May 2017

Empowering Lives Globally!

FACULTY OF COMMERCE & MANAGEMENT

COURSE CODE

COURSE TITLE

UOE015

BASICS OF MARKETING

(Open Elective | School of Management)

L	T	P	CR	Evaluation Scheme (L T P)			
				Component	Exam	Wt. (%)	Mini. Passing %
2	-	-	2	Theory (100)	FA	100	40%
Min. 30 Hrs			Min. 30 Hrs				

Course Description:

The Basics of Marketing course introduces undergraduate students to the fundamental concepts, principles, and strategies of marketing. Students will explore the core components of marketing, including market research, consumer behavior, product development, pricing, promotion, and distribution. The course aims to provide a comprehensive understanding of marketing principles and their applications in real-world scenarios.

Course Learning Outcomes (CLOs):

At the end of the course students will be able to –

CLO1	Explain ² the fundamental concepts, principles, and components of marketing, including the marketing mix (product, price, place, and promotion).
CLO2	Explain ² consumer decision-making processes, identify factors that influence purchasing decisions and importance of market research and data analysis in making informed marketing decisions.
CLO3	Examine ² various pricing strategies and the product development process, including the product life cycle, branding, positioning, and differentiation strategies to maximize profitability and achieve marketing objectives.
CLO4	Identify ² the significance of distribution channel, promotion mix, digital marketing and social media in modern marketing practices, and outline the ethical considerations related to marketing.

Unit	Contents	Hours
I	Introduction to Marketing: Overview of Marketing and Its Significance in Business Evolution of Marketing Concepts and Approaches; Marketing Mix: Product, Price, Place & Promotion (4Ps); Market Segmentation, Targeting & Position – Concept & Strategies; Marketing Environment; Marketing Plan;	8
II	Consumer Behavior and Market Research: Concept, Nature, Importance and Factors Influencing Consumer Behaviour; Consumer Decision-Making Process; Industrial Buying Process; Concept & Importance of Market Research in Decision-making; Types of Market Research Methods & Data Collection Techniques; Analyzing and Interpreting Market Research Data.	7
III	Product and Pricing Strategies: Product Concept and Types; Product Development Process; Product Life Cycle and Its Implications for Marketing Strategies; Brand, Branding & Brand Management; Product Positioning & Differentiation; Pricing – Concept & Factors Influencing Pricing Decisions; Pricing objectives and approaches; Pricing Methods; Pricing Strategies and Their Pros & Cons.	7
IV	Promotion, Distribution Channels and Retailing: Concept & Importance of Promotion; Elements of Promotional Mix–Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing; Digital Marketing & Its Advantages; Social Media Platforms for Marketing Purposes; Effective IMC Strategy; Measuring the Effectiveness of Promotional Campaigns; Distribution Channels – Concept, Importance & Types of Distribution Channels & Their Role in Marketing; Evaluating Channel Options: Direct vs. Indirect Distribution; Retailing & the Changing Landscape of Retail Businesses; Ethical Considerations in Marketing.	8

Real-world case studies should be discussed in the class.

Guest speakers to deliver a session can be invited from the corporate world who apply Marketing principles in their practices./ Group discussions and presentations on the practical application of Gita's teachings.

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10/6/2023
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Faculty of Commerce & Management
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Kolhapur

Syllabus for Bachelor of Business Administration (BBA) I Semester I AY 2023-24 (Batch 2022-25)

Approved in 16th Academic Council dated: 7th June 2023

FoCM's School of Management (SoM)