

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, OU

SEMESTER-I PRINCIPLES OF MARKETING

PAPER CODE: COM 2: Core-II
THPW: 5; Credits: 4

Total Marks: 80+15+05=100
ESED: 3 HRS

OBJECTIVE: *To familiarize the students with the concepts and principles of Marketing.*

UNIT-I: INTRODUCTION:

Meaning and Definition of Marketing - Scope of Marketing - Evolution of Marketing Concepts - Production Concept - Product Concept - Marketing Myopia - Selling Concept - Marketing Concept - Societal Marketing Concept - Objectives of Marketing - Role of Marketing in Economic Development - Rural Marketing - Rural Markets Vs Urban Markets - Marketing Management Tasks - Marketing Mix- Direct Marketing - Online Marketing - Marketing Challenges and Opportunities – Marketing of Services.

UNIT-II: MARKETING ENVIRONMENT:

Micro Environment (Company-Suppliers-Marketing Intermediaries- Customers- Competitors-Publics) - Macro Environment (Demographic-Economic-Natural- Technological-Political-Legal (Consumer Protection Act 1986) and Regulatory Cultural-Social) - International Marketing- GATT & WTO.

UNIT-III: MARKET SEGMENTATION:

Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market - Market Segmentation: Concept - Bases-Benefits-Requirements for Effective Segmentation - Market Segmentation Analysis for Consumer and Service - Product Positioning: Concepts – Bases.

UNIT- IV: CONSUMER BEHAVIOUR:

Consumer Behavior - Nature-Scope-Importance - Factors influencing Consumer Behavior - Economic - psychological-Cultural-Social and Personal - Models of Consumer Behavior - Marshallian-Maslow Freudian-Howard-Sheth - Steps in consumer Decision Process - Post Purchase Behavior - Cognitive Dissonance - Organizational Buyer - Industrial Markets-Reseller Market-Government Market. Characteristics of Organizational Buyer - Organizational Buying Process - Organizational Buyer Vs Consumer Behavior.

UNIT-V: MARKETING PLANNING AND STRATEGY:

Corporate Strategic Planning - Vision-Mission – Strategic Business Units – Planning new businesses - Business Strategic Planning - SWOT Analysis - Goal Formulation-Strategy Formulation-Program Formulation – Implementation - Feedback and Control - Marketing Process - Nature and Contents of a Marketing Plan – marketing control - Annual Plan Control – Profitability Control – Efficiency Control – Strategic Control.

SUGGESTED READINGS:

1. Philip Kotler: Marketing Management, PHI
 2. Stanton WJ: Fundamental of Marketing,
 3. Jain: Marketing Planning and Strategy, 7e,
 4. Czinkota & Kotabe: Marketing Management,
 5. Ramaswamy &. Namakumari: Marketing Management
 6. Rajan Saxena: Marketing Management
 7. Blackwell: Consumer Behaviour, 10e,
 8. Schiffman: Consumer Behavior, 9e PHI
 9. Assael: Consumer Behaviour: 6e, Thomson.
- Business India, Business World, Economic Times.