

Academic Council Meeting No. and Date : 03 / February 14, 2022

Agenda Number : 7

Resolution Number : 13 / 5.3



**Vidya Prasarak Mandal's
B. N. Bandodkar College of
Science (Autonomous), Thane**



The Beginner's Introduction to Principles of Marketing

[To be incorporated from Academic Year 2022-2023]

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Preamble

In today's modern and progressive world knowledge is a great asset and application of this knowledge available to us for betterment of humanity through betterment of self would have still greater value. It is expected of all today to be aware of all happenings and progress in the world however all of this is not taught in academics and curricula; most of which are restricted within conventional boundaries of faculties such as Arts, Commerce, Science, Law, Management, Engineering and Medicine. Hence it would be an asset if learners are exposed to knowledge reservoirs from faculties other than their own; and learn at least some basics to begin with. The faculty of Commerce is vibrant and has a huge reservoir of knowledge. Students of science, with their analytical abilities and skills can learn a lot from principles of marketing and apply their combined skills for betterment of society, the nation and the world in general. This course is aimed to enhance ability, skill and knowledge of learners which would make a positive mark on their careers. Learners would develop an understanding of different concepts in marketing and their applications, understandings on marketing strategies for earning good returns and improving the standard of living. This certificate course offers learners the basics of marketing and its application to business.

Course Outcome

Learners taking up and successfully completing this short course will be able to:

1. Gain valuable insights into the basic aspects of the concept of marketing
2. Determine the importance of marketing in the current business world
3. Understand the principles, scope and process of marketing
4. Understand elements of marketing mix
5. Analyze marketing mix decisions
6. Understand pricing strategies, promotional tools
7. Understand advertisement
8. Add value to their employment potential
9. Increase their entrepreneurship potential

A certificate would be awarded to all students successfully completing this course.

Eligibility :

Passed 12th standard (HSC) of Maharashtra State Board / CBSE / ICSE board or equivalent.

Mode of Conduct :

Offline lectures / Online lectures

Structure of Programme

CourseCode	Course Title	No. of lectures	Credits
BNBCCPM1T1	The Beginner's Introduction to Principles of Marketing	60	4

Syllabus

Course Code	Course Title	Credits	No. of lectures
BNBCCPM1T1	The Beginner's Introduction to Principles of Marketing	4	
Unit I :	Introduction to Marketing Meaning, definition, scope and importance of marketing Meaning and types of market Market segmentation Market functions, Buying, selling, grading, branding, assembling functions		8
Unit II :	Pricing Meaning, importance of pricing, Factors affecting price change, Price determination process. Price policies skimming price, penetration price, cost plus price, Psychological price, charging what the traffic will bear.		8
Unit III :	Product Mix Meaning and Definition Importance of Product Mix Components of Product Mix New Product Development (NPD) Process Introduction to Consumer behavior		8
Unit IV :	Distribution Meaning of Distribution Importance of channels of distribution Function of channels of distribution Functions and types of merchantile agents.		8
Unit V :	Promotion and Forecasting of sales Meaning and objectives Kinds of sales promotion: consumer's sales promotion and dealer's sales promotion. Sales management: Meaning, definition and scope of sales management Process of selling. Selection, compensation, training, motivating sales staff.		8
Unit VI :	Advertising Meaning, definition, role of advertising. Advertising media, media planning, types of media. Effectiveness of advertising, Social, economic impacts of advertising Introduction of Digital Marketing		8

Books for Reference

1.	Jagdish Kumar. 2003. Ancient Wisdom & Modern Management. English Edition Publishers and Distributors (India) Pvt. Ltd. Mumbai
2.	Kavita Sharma. Principles of Marketing. Taxmann
3.	Philip Kotler. Principles of Marketing. Pearson
4.	Michael Vaz. Principles of Marketing. Manan Prakashan

Pattern of Evaluation : (12 Hours for examination, assessment and evaluation)

Internal Test/ Presentation: Marks converted to 20 Marks

Brand advertising: Marks converted to 20 marks

Exam Marks converted to 60 marks

Syllabus Framing Committee:

1. CA Orel M. Kolet, ISKCON Group
2. Ms. Kahkashan Ansari, Faculty, G.M. Momin Women's College
3. Ms. Rashmeen Shaikh, Faculty, G.M. Momin Women's College

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