

KLE Society's  
**Lingaraj College, Belagavi**  
(Autonomous)

Department of BBA

**B.B.A. : III Semester**

**Principles of Marketing - II**  
(w.e.f. 2017-18 and onwards)

<b>Teaching hours per week – 04 :</b>	<b>Maximum Marks</b>	<b>:</b>	<b>100 Marks</b>
	<b>Semester End Examination</b>	<b>:</b>	<b>70 Marks</b>
	<b>Internal Assessment</b>	<b>:</b>	<b>30 Marks</b>

**Course Outcomes:**

On completion of this course, the students will be able to

1. Demonstrate how organizations use integrated marketing communication (IMC) to support their marketing strategies.
2. Analyze elements of Advertising and explain how the brand-building process contributes to the success of products or services.
3. Identify the roles of Public Relations, Direct marketing and Merchandising in the promotion mix.
4. Use pricing strategies to enhance marketing of products and services.
5. Evaluate how to use distribution channels to market an organization's products and services effectively.
6. Understand the functions and Marketing decisions of retail and wholesale business and various formats.

**Syllabus**

<b>MODULES</b>	<b>Syllabus</b>	<b>HOURS</b>
<b>Module 1</b>	<b>Integrated Marketing Communications Strategy</b> <ul style="list-style-type: none"><li>▪ The Marketing Communication Mix</li><li>▪ Integrated Marketing Communications</li><li>▪ Communication Process &amp; steps in developing effective communication</li><li>▪ Setting the Total Promotion Budget and Mix</li></ul>	<b>06</b>
<b>Module 2</b>	<b>Advertising and Sales Promotion</b> <ul style="list-style-type: none"><li>▪ Promotion Mix: Meaning and Components</li></ul>	<b>14</b>

	<ul style="list-style-type: none"> <li>▪ Advertising: Meaning</li> <li>▪ Major Advertising decisions :Advertising Agency, Advertising Planning, strategy, Creative Execution and Media Planning</li> <li>▪ Sales Promotion: Meaning, Consumer and Trade Promotion Tools</li> </ul>	
<b>Module 3</b>	<b>Public Relations, Direct marketing and Merchandising</b> <ul style="list-style-type: none"> <li>▪ Public Relations: Meaning, Public Relations Vs Advertising, P R Vs Publicity, Role of PR, PR tools and Corporate Advertising</li> <li>▪ Direct Marketing: Meaning, benefits and forms of Direct marketing</li> <li>▪ Merchandising: Meaning and Types</li> </ul>	<b>14</b>
<b>Module 4</b>	<b>Pricing Products</b> <ul style="list-style-type: none"> <li>▪ Introduction &amp; Factors affecting Pricing decisions</li> <li>▪ General Pricing Approaches</li> <li>▪ New Product Pricing Strategies</li> <li>▪ Product Mix Pricing Strategies</li> <li>▪ Price Adjustment Pricing Strategies</li> <li>▪ Price changes</li> </ul>	<b>08</b>
<b>Module 5</b>	<b>Marketing Channels &amp; Supply Chain Management</b> <ul style="list-style-type: none"> <li>▪ Introduction &amp; Importance of Marketing Channels</li> <li>▪ Channel Behaviour &amp; Organization</li> <li>▪ Channel Design Decisions</li> <li>▪ Channel Management Decisions</li> <li>▪ Marketing Logistics &amp; Supply Chain Management</li> </ul>	<b>08</b>
<b>Module 6</b>	<b>Retailing &amp; Wholesaling</b> <ul style="list-style-type: none"> <li>▪ Retailing – Types &amp; Marketing decisions</li> <li>▪ Wholesaling – Types &amp; Marketing Decisions</li> </ul>	<b>04</b>

### **Suggested Reading:**

1. Principles of Marketing – Philip Kotler & Gary Armstrong
2. Marketing Management – Philip Kotler
3. Marketing Warfare – Al Ries and Jack Trout
4. Marketing – J.C. Gandhi
5. Marketing Management – Ramaswamy & Namakumari
6. Product Management – Ramanuj Majumdar