

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

Department of BBA

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

**Principles of Marketing - I**  
(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 strong conceptual knowledge in the area of marketing.
2. Understand the concept of Buying Behavior and Determine market segments and target customers.
3. Demonstrate knowledge of the individual components of a marketing mix.  
and to provide a framework to evaluate marketing decisions and initiatives and its application in real life situations.
4. Make decisions about Product, Services, New Product Development and Product Life Cycle Strategies.

**Syllabus**

<b>MODULE S</b>	<b>Syllabus</b>	<b>HOURS</b>
Module I	<b>Introduction</b> <ul style="list-style-type: none"><li>▪ <b>Core concepts of Marketing</b> (Need, Want, Demand, Product/Service, Industry, Market, Customer Value, Transaction, Exchange, Marketing, Marketing Management, Customer Satisfaction, Relationship Marketing, Customer Delight)</li><li>▪ <b>Designing a Customer driven Marketing Strategy</b> Production Concept, Product Concept, Selling Concept, Marketing Concept and Social Marketing Concept</li><li>▪ Building Customer relationships &amp; Capturing value from customers</li></ul>	10
Module II	<b>Buying Behaviour</b> <ul style="list-style-type: none"><li>▪ Factors affecting Consumer buying behaviour</li><li>▪ Buyer decision process</li><li>▪ Buyer adoption process</li><li>▪ Types of buyer decision process</li><li>▪ Industrial Market Vs Consumer Market</li></ul>	16

Module III	<b>STP (Segmentation, Targeting and Positioning)</b> <ul style="list-style-type: none"> <li>▪ Segmentation - Meaning and Benefits <ul style="list-style-type: none"> <li>- Requirements of effective segmentation</li> <li>- Bases for segmenting Consumer market</li> </ul> </li> <li>▪ Targeting – Evaluation and Selection of market segments</li> <li>▪ Positioning – Meaning and types of positioning strategies</li> </ul>	16
Module IV	<b>Marketing Mix</b> <ul style="list-style-type: none"> <li>▪ Marketing Mix for Products – Product, Price, Place, Promotion</li> <li>▪ Marketing Mix for Services – 4Ps and Three additional Ps Process, Physical Evidence and Process</li> </ul>	12
Module V	<b>Product, Services, New Product Development &amp; Product Life Cycle Strategies</b> <ul style="list-style-type: none"> <li>▪ Product and levels of product, Product &amp; Service classifications</li> <li>▪ Product &amp; Service decisions</li> <li>▪ New Product Development Strategy</li> <li>▪ Product Life Cycle Strategies</li> </ul>	10

**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