

Course Name (Code) : PRINCIPLES OF MARKETING (BBD/103/V)

Topics / lectures are arranged in sequence - same - as to be taught in the class.

S. No.	Lecture No	CO (No)	Topic Description
1	1 & 2	1	Introduction to Marketing -Meaning, Evolution
2	3 & 4	1	Importance and Concepts of Marketing
3	5	1	Approaches to Marketing and Marketing Myopia
4	6	1	Holistic Marketing
5	7	1	Role of Information technology in Marketing;
6	8	1	Factors affecting the Marketing Environmen
7	9	1	Components of Marketing Mix
8	10	1	Revision Class
9	11	1	Class Test
10	12	2	Segmenting, Targeting and Positioning- Meaning
11	13 & 14	2	Need and Basis for Market Segmentation
12	15	2	Evaluating & Selecting Target Markets
13	16	2	Concept of Positioning – USP
14	17	2	Relationship between MIS and Marketing Research;
15	18	2	Significance of studying Consumer Behaviour
16	19	2	Factors influencing Consumer Behaviour.
16	20 & 21	2	Revision of Unit -2
17	22	2	Class test
18	23 & 24	3	Product Decisions – Concept, levels of Product
19	25	3	PLC and its Significance
20	26 & 27	3	New Product Development Process, Marketing Strategies at each Stage of new product development
21	28	3	Pricing Decisions – Meaning
22	29	3	Policies and Procedures
23	30	3	Factors affecting Pricing Decisions;
24	31 & 32	3	Branding & Packaging Decisions.
25	33	3	Revision Class
26	34	4	Introduction to Market Logistics
27	35	4	Channels of Distribution - Concept, Types
28	36	4	factors affecting Channels of Distribution;
29	37	4	Promotion Mix – Advertising

al Marketing) - 1st Semester : 2025-26				
	Faculty :	Dr. Munish		
Maintain data related to "Date" in its hard copy.				
Teaching Pedagogy	Reference Material	Date		Remarks, if any
		Planned	Actual Delivery	
Projector	Web Source/Text Book			
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