**SRI RAMAKRISHNA MISSION VIDYALAYA COLLEGE OF ARTS & SCIENCE, (AUTONOMOUS), COIMBATORE - 641 020.**

**For candidates admitted from academic year 2013-14 onwards under New CBCS.**

**Progrmme: B.Com Subject Code : 2CT04**

**Course Title : PART III CORE – 4 - PRINCIPLES OF MARKETING**

**Year :I Semester : II**

**\_\_\_4\_\_\_ Hours / Week \_\_\_4\_\_\_\_\_ Credits**

**Unit I**

Marketing: Meaning & Definition of Market and Marketing – Classification of Markets-Marketing and selling-Objectives, importance & functions of Marketing – Marketing and Economic Development – Modern Marketing Concept – Market segmentation.

**Unit II**

Marketing Functions: Marketing Process – Concentration - Dispersion and Equalization - Classification of Marketing Functions - Functions of Exchange – Selling and Buying. Functions of Physical Supply - Transportation and storage. Facilitating Functions: Financing, Risk Bearing, Standardization, and Market Information Promotion.

**Unit III**

Marketing Mix: Product Mix – Meaning of Product &Product Mix, Expansion and contraction and product Life Cycle. Price Mix - Importance of Price, Pricing Objectives, Kinds of Pricing, Methods of Price Determination.

**Unit IV**

Channels of distribution – Importance and selection of channels of distribution. Middlemen-Functions and Kinds of Middlemen. Personal Selling and Sales Promotion. Advertising- Importance – Advertising Media- advertising Copy-Advertising and Salesmanship-Qualities of good salesman.

**Unit V**

Marketing in India – Problems of Agricultural Marketing-Remedial Measures. Regulated Markets – Features - Functions and Objectives - demerits of unregulated market. Qualities, duties & Responsibilities of Marketing Manager. Services Marketing- Meaning – Definition - Concepts and types.

**Text books**:

1. Marketing - Rajan Nair
2. Marketing - RSN Pillai & Bagavathi

**Reference Books:**

1. Principles of Marketing - Philip Kotler.