**SRI RAMAKRISHNA MISSION VIDYALAYA COLLEGE OF ARTS AND SCIENCE**

**(AUTONOMOUS) COIMBATORE – 641 020**

**For candidate admitted from academic year 2013-14 onwards**

**Under New Choice Based Credit System (CBCS)**

**Programme : B.Com Co-operation Subject Code :** 13UCO4CT10

**Course Title : Core: 10 Semester : IV Credits : 4 Hours / Week : 6Year : Second Year**

**PRINCIPLES OF MARKETING**

**Learning Objectives:**

* To gain the basic knowledge about fundamentals of marketing.

**Unit-I**

**Marketing:** Concept of Market and Marketing, Modern Concept of Marketing, Objectives, Classification of Markets, Market Selling, Marketing and Economic Development.

**Unit- II**

**Marketing Functions:** Marketing Process- Concentration, Dispersion and Equalization: Classifications of Marketing Functions, Functions of Exchange - Functions of Physical Supply- Facilitating Functions- Approaches to Marketing - Marketing Management- Process and Concepts.

**Unit- III**

**Marketing Mix:** Meaning of Product, Product Mix- Product Life Cycle- Price Mix- Pricing Objectives, Kinds of Pricing, Methods of Price Determination,Market Segmentations**:** Meaning, Definition, Pattern of Segmentation, New Product Development and Segmentation Steps.

**Unit-IV**

**Promotion Mix:** Importance of Advertising- Personal Selling and Sales Promotion, Place Mix- Importance of Channels of Distribution - Functions of Middlemen.

**Unit-V**

**Services Marketing:** Meaning, Definition, Features - Difference between Transaction Marketing and Services Marketing- Classification of services, expanded marketing mix for services- SWOT of service mix of Educational Institutions.

**Books Recommended:**

1. Services Marketing in Indian Context - R.Srinivasan
2. Principles of Marketing - Philip Kotlar.
3. Marketing Management - Pillai and Bagavathi.
4. Marketing Management - Mamoria, C.B and Satish Mamoria
5. Marketing - Gandhi. J.C.