

DEPARTMENT OF COMMERCE				CLASS: II B.Com (General, PA, B&I,CM)				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
III	Major Core 6	20U3KMC6	Principles of Marketing	4	4	25	75	100

Nature of Course		
Knowledge and Skill oriented		Employability oriented
		Entrepreneurship oriented

Course Objectives

- To make the students understand about the Modern Marketing and Other Marketing concepts.
- To make the students understand about the Functions of Marketing.
- To enable the students to understand about Buyer Behaviour.
- To make the students to gain knowledge about Product, Pricing, Personal Selling and Advertising.
- To make the students to understand about Agricultural Marketing, Consumerism and Marketing Research.

Unit	Course Contents	Hours	K level	CLO
I	Introduction to Marketing Introduction - Definition of market and marketing – Importance of Marketing – Modern marketing concepts – Global marketing – E-marketing - Tele marketing – Meaning and concepts – Marketing ethics – Career opportunities in marketing- Green marketing- Online marketing- Neuro marketing.	12	Up to K2	CLO 1
II	Functions of Marketing Introduction - Marketing functions – Buying - Selling - Transportation - Storage - Financing - Risk Bearing - Standardization - Market Information.	12	Up to K3	CLO 2
III	Buyer Behaviour Introduction – Meaning – Need for studying consumer behaviour – Factors influencing Consumer behaviour – Market segmentation – Customer relations marketing.	12	Up to K3	CLO 3
IV	Marketing Mix Introduction – Product mix – Meaning of product – Product life cycle – Branding – Labeling – Price mix – Importance – Pricing objectives – Pricing strategies – Personal selling and sales promotion – Advertising –Place mix – Importance of channels of distribution – Functions of middleman – Importance of retailing in today's context	12	Up to K4	CLO 4

V	Marketing and Government Introduction – Agricultural marketing – Problems – Remedial measures – Bureau of Indian standards – Agmark – Consumerism – Consumer protection – Rights of consumers.	12	Up to K3	CLO 5
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Books for Study

1. R.S.N.Pillai and Bhagavathi, Marketing, S.Chand & Co Ltd, 2009 edition & 2011 reprint, New Delhi.
2. Rajan Nair, Marketing, Sultan Chand & Sons, New Delhi 2005 Edition.
3. Dr.L.Natarajan, Margham, Marketing, Publications, Chennai.

Books for Reference

1. K. Sundar, Essentials of Marketing, Vijay Nicole Imprints Pvt Ltd, Chennai-91.
2. J.Jayasankar, Marketing, Margham Publications, Chennai.
3. Sonatakki, Principles of Marketing, Kalyani Publishers, New Delhi.
4. William J Stanton, Fundamentals of Marketing, Mc Graw Hill Publishing Company Ltd, New Delhi.
5. Philip Kotler & Gary Armstrong, Principles of Marketing, 6th Edition, 2012, Prentice Hall of India Pvt. Ltd, New Delhi.

Website Resources

1. <https://www.blueskyeto.com/emerging-trends-marketing-management/>
2. <https://www.brafton.com/blog/content-marketing/functions-of-marketing/>
3. <https://snov.io/glossary/buyer-behavior/>
4. <https://www.investopedia.com/terms/m/marketing-mix.asp#:~:text=A%20marketing%20mix%20often%20refers,on%20customers%20into%20the%20approaches.>
5. <https://bis.gov.in/>
6. <https://dmi.gov.in/GradesStandard.aspx>
7. <https://consumeraffairs.nic.in/acts-and-rules/consumer-protection>

Pedagogy: Chalk & Talk, Assignments, PPTs, & Case studies

Rationale for Nature of the Course: Can be a sales person by acquiring selling skills in any business having distinct marketing division

Activities to be given

1. Assignment of Creating a Brand Name and preparing advertisement slogans for a new product
2. Mini project on Pricing models for various types of products under different situations
3. Mini project on Agri Marketing and consumerism

Course Designer: Dr. S. Chandrasekar, Assistant Professor

LESSON PLAN

Units	Description	Hours	Mode of Teaching
I	Introduction to Marketing Introduction – Definition of market and marketing – Importance of Marketing – Modern marketing concept	4	Chalk & Talk, PPTs, Quiz
	Global marketing – E-marketing and Tele marketing – Meaning and concepts – Marketing ethics	4	
	Career opportunities in marketing- Green marketing- Online marketing- Neuro marketing.	4	
II	Functions of Marketing: Introduction – Marketing functions-Buying -Selling	4	Chalk & Talk, PPTs, Case Lets, Quiz,
	Transportation -Storage - Financing	4	
	Risk Bearing - Standardization - Market Information.	4	
III	Buyer Behaviour: Introduction – Meaning – Need for studying consumer behaviour – Factors influencing Consumer behaviour	4	Chalk & Talk, PPTs, Case Lets, Quiz
	Market segmentation – Customer relations marketing.	4	
IV	Marketing Mix: Introduction – Product mix – Meaning of product – Product life cycle – Branding – Labeling – Price mix – Importance – Pricing objectives – Pricing strategies	6	Chalk & Talk, PPTs, Case Lets, Quiz
	Personal selling and sales promotion – Advertising –Place mix – Importance of channels of distribution – Functions of middleman – Importance of retailing in today’s context	6	
V	Marketing and Government: Introduction – Agricultural marketing – Problems – Remedial measures – Bureau of Indian standards –	6	Chalk & Talk, Quiz Assignment, PPTs
	Agmark – Consumerism – Consumer protection – Rights of consumers.	6	

Course Learning Outcomes

CLOs	On completion of the course, the students should be able to	K- Level
CLO1	Describe various marketing concept and latest trends in marketing.	Up to K2
CLO2	Apply different Marketing Functions in business organisation.	Up to K3
CLO3	Identify Buyer Behaviour and Customer Relations in marketing.	Up to K3
CLO4	Analyze Product Lifecycle, Pricing Methods and Advertising in Marketing.	Up to K4
CLO5	Identify the problems related to agricultural marketing and remedial measures for further improvement.	Up to K3

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

(CLOs)	Programme Outcomes (with Graduate Attributes)					
	PO 1 (Knowledge Base)	PO 2 (Problem Analysis & Investigation)	PO 3 (Communication Skills & Design)	PO 4 (Individual and Team Work)	PO 5 (Professionalism, Ethics and equity)	PO 6 (Life Long Learning)
CLO 1	3	2	2	2	2	3
CLO 2	3	2	2	2	2	3
CLO 3	3	2	2	2	2	3
CLO 4	3	2	2	2	2	3
CLO 5	3	2	2	2	2	3

3- Advance Application 2- Intermediate Level 1- Basic Level

Mapping of Course Learning Outcomes (CLOs) with Programme Specific Outcomes (PSOs)

(CLOs)	Programme Specific Outcomes (with Graduate Attributes)					
	PSO 1 (Knowledge Base)	PSO 2 (Problem Analysis & Investigation)	PSO 3 (Communication Skills & Design)	PSO 4 (Individual and Team Work)	PSO 5 (Professionalism, Ethics and equity)	PSO 6 (Life Long Learning)
CLO 1	3	2	2	2	2	3
CLO 2	3	2	2	2	2	3
CLO 3	3	2	2	2	2	3
CLO 4	3	2	2	2	2	3
CLO 5	3	2	2	2	2	3

3- Advance Application 2- Intermediate Level 1- Basic Level

Formative Examination- Blue Print

Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

CIA	CLOs	K- Level	Section A MCQ	Section B Short Answers	Section C (Either/Or Choice)	Section D (Open Choice)
I	CLO 1	Up to K2	2 (K1& K2)	1 (K1)	2 (K2&K2)	2(K2 & K2)
	CLO 2	Up to K3	2 (K1& K2)	2 (K2)	2 (K2&K2)	1(K3)
II	CLO 3	Up to K3	2 (K1& K2)	2 (K2)	2 (K2&K2)	1(K3)
	CLO 4	Up to K4	2 (K1& K2)	1 (K2)	2 (K3&K3)	2(K4 & K4)
No. of Questions to be asked			4	3	4	3
No. of Questions to be answered			4	3	2	2
Marks for each question			1	2	5	10
Total Marks for each section			4	6	10	20

Distribution of Marks with K Level for CIA I & CIA II

CIA	K Levels	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated
I	K1	2	2	-	--	4	6.67	67%
	K2	2	4	10	20	36	60.0	
	K3	-	-	10	10	20	33.33	33%
	Marks	4	6	20	30	60	100	100%
II	K1	2	-	-	--	2	3.34	34%
	K2	2	6	10	--	18	30.00	
	K3	-	-	10	10	20	33.33	33%
	K4	-	-	-	20	20	33.33	33%
	Marks	4	6	20	30	60	100	100%

CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination -Blue Print

Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

Units	CLOs	K- Level	Section A (MCQs)	Section B (Short Answers)	Section C (Either/Or Choice)	Section D (Open Choice)
1	CLO 1	Up to K2	2 (K1&K2)	1 (K1)	2 (K1&K1)	1(K2)
2	CLO 2	Up to K3	2 (K1&K2)	1 (K1)	2 (K2&K2)	1(K3)
3	CLO 3	Up to K3	2 (K1&K2)	1 (K2)	2 (K3&K3)	1(K3)
4	CLO 4	Up to K4	2 (K1&K2)	1 (K2)	2 (K4&K4)	1(K4)
5	CLO 5	Up to K3	2 (K1&K2)	1 (K2)	2 (K3&K3)	1(K3)
No. of Questions to be asked			10	5	10	5
No. of Questions to be answered			10	5	5	3
Marks for each question			1	2	5	10
Total Marks for each Section			10	10	25	30

Distribution of Marks with K Level for Summative Examination

K Levels	Section A (MCQs)	Section B (Short Answers)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated
K1	5	4	10	-	19	15.83	42%
K2	5	6	10	10	31	25.83	
K3	-	-	20	30	50	41.67	42%
K4	-	-	10	10	20	16.67	16%
Total	10	10	50	50	120	100	100%

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.