

DEPARTMENT OF COMMERCE			
SHYAM LAL COLLEGE, UNIVERSITY OF DELHI			
Teacher- Prof. Ruchika Ramakrishnan			
Subject-Principles of Marketing		B.Com. (H) Semester III	
S.N.	From	To	Topics
Week 1	1-Aug-24	3-Aug-24	Introduction to Marketing: Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing, Marketing Mix
Week 2	5-Aug-24	10-Aug-24	Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics.
Week 3	12-Aug-24	17-Aug-24	Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural
Week 4	19-Aug-24	24-Aug-24	Consumer Behaviour and Market Selection, Consumer Behaviour: Need for studying consumer Behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions.
Week 5	26-Aug-24	31-Aug-24	Market Selection: Choosing market value through STP. Revision
Week 6	2-Sep-24	7-Sep-24	Market Segmentation- bases of segmenting consumer markets. Test
Week 7	9-Sep-24	14-Sep-24	Market Targeting, Product Positioning – concept and bases. Presentation
Week 8	16-Sep-24	21-Sep-24	Product Decisions and New Product Development, Product Decisions: Concept and classification; Levels of Product. Designing value: Product-mix
Week 9	23-Sep-24	28-Sep-24	Branding- types, significance, and qualities of good brand name; Packaging and Labeling- types and functions; Product support services.
Week 10	30-Sep-24	5-Oct-24	New Product Development: New product development process; Product life cycle – concept and marketing strategies.
Week 11	7-Oct-24	12-Oct-24	Pricing Decisions and Distribution Decisions Pricing Decisions: Objectives; Factors affecting price of a product; Pricing methods; Pricing strategies.
Week 12	14-Oct-24	19-Oct-24	Distribution Decisions: Delivering Value; Channels of distribution- types and functions. Test
Week 13	21-Oct-24	26-Oct-24	Wholesaling and Retailing; Factors affecting choice of distribution channel; Logistics decisions.
	28-Oct-24	2-Nov-24	MID SEMESTER BREAK
Week 14	4-Nov-24	9-Nov-24	Promotion Decisions: Communicating Value; Communication process.
Week 15	11-Nov-24	16-Nov-24	Importance of Promotion. Promotion-mix tools- advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication.
Week 16	18-Nov-24	23-Nov-24	Developments in Marketing: Sustainable Marketing- concept and issues. Rural marketing- characteristics and rural marketing mix. Social marketing- concept and issues. Digital marketing- concepts and tools. Revision
Week 17	25-Nov-24	28-Nov-24	Revision and doubt classes + Test +IA showing

Teaching Methods : Discussions, Presentations, Illustrations and Case Studies, Projects		
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