



Indraprastha College for Women

University of Delhi

Course Name:	B.Com(H)
Paper Title:	Principles of Marketing
Unique Paper Code:	2412082303
Semester:	3
Faculty(s):	Dr. Vinita Kaul Dar
Year:	2026

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
	Introduction to Marketing and Marketing Environment	1	Nature, scope, importance of marketing, Core concepts
		2	evolution of marketing concept.
		3	Marketing Philosophies
		4	Marketing Philosophies
		5	Service Marketing
		6	Marketing Mix
		7	marketing environment
		8	marketing environment
		9	marketing environment
	Consumer Behaviour and Market Selection	10	Consumer buying process
		11	Factors influencing Consumers buying decisions
		12	Factors influencing Consumers buying decisions
		13	Factors influencing Consumers buying decisions
		14	Market Segmentation
		15	Market Segmentation
		16	Market Targeting
		17	Market Targeting
		18	Product Positioning

	Product Decision and New Product Development	19	Concept and classification
		20	Product mix
		21	Branding
		22	Branding Strategies
		23	Packaging, Labelling
		24	New Product Development
		25	New Product Development
		26	Product Life Cycle
		27	PLC and marketing strategies
	Pricing Decisions and Distribution Decisions	28	Objectives and factors
		29	Pricing Methods
		30	Pricing Strategies
		31	Pricing Strategies
		32	Channels of Distribution
		33	Wholesaling
		34	Retailing
		35	Choice of Channel
		36	Logistic Decisions
	Promotion Decisions and Developments in Marketing	37	Communication process
		38	Integrated marketing communication
		39	Advertising
		40	Personal Selling
		41	Publicity and direct marketing
		42	Sales promotion
		43	Rural marketing
		44	Social marketing and sustainable marketing
		45	Digital Marketing

Syllabus		
Unit	Contents	Contact Hours
	As per DU syllabus	
Text Books/Suggested Readings:		

S. No.	Name of Authors/Books/Publishers	Year of Publication/ Reprint
	Suggested readings as per DU syllabus	

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	3	1	0
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment - Assignment/Quiz/Project/ Presentation - Class Test - Attendance		30
		12	
		12	
		6	
2.	Continuous Assessment (Tutorial) - Activity 1 - Activity 2 - Attendance		40
		20	
		15	
		5	
3.	Practical - Continuous Assessment - End Term Written/Practical Exam - Viva		
		NA	
		NA	
		NA	
4.	End Semester Examination		90