



Indraprastha College for Women University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	BCOM H
Paper Title:	Principles of Marketing
Unique Paper Code:	2412082303
Semester:	III
Faculty:	Ms. DHUN
Year:	2026

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
UNIT-I	Discuss basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm.	1-4	Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing, Marketing Mix
		5-6	Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural.
UNIT-II	Describe the dynamics of consumer Behaviour and process of market selection through STP.	7-9	Need for studying consumer Behaviour; Stages in Consumer buying decision process; Factors influencing Consumers buying decisions
		10-11	Choosing market value through STP. Market Segmentation-bases of segmenting consumer markets.

		12	Market Targeting,
		13-14	Product Positioning – concept and bases
UNIT-III	Analyse the process of value creation through marketing decisions involving product development.	15-18	Concept and classification; Levels of Product. Designing value: Product- mix,
		19-21	Branding- types, significance, and qualities of good brand name; Packaging and Labelling- types and functions; Product support services
		22-24	New product development process; Product life cycle – concept and marketing strategies.
UNIT-IV	Analyse the process of value creation through marketing decisions involving product pricing and its distribution.	25-27	Objectives and factors; Pricing Methods; Pricing Strategies
		28-30	Distribution Decisions: Delivering Value: Channels of distribution- types and functions; Wholesaling and retailing;
		31-34	Factors affecting choice of distribution channel; Logistics decisions
UNIT-V	Explore marketing decisions involving product promotion, and draft promotion mix strategies	35-40	Communicating Value: Communication process; Importance of Promotion. Promotion-mix tools advertising, personal selling, sales promotion, public relations, publicity and direct marketing;
		41-42	Integrated Marketing Communication.
		43-45	Sustainable Marketing- concept and issues. Rural marketing- characteristics and rural marketing mix. Social marketing concept and issues. Digital marketing- concepts and tools.

Unit	Contents/Syllabus
I	Introduction to Marketing: Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing, Marketing Mix. Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural.
II	Consumer Behaviour: Need for studying consumer Behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Selection: Choosing market value through STP. Market Segmentation bases of segmenting consumer markets. Market Targeting, Product Positioning – concept and bases
III	Product Decisions: Concept and classification; Levels of Product. Designing value: Product- mix, Branding- types, significance, and qualities of good brand name; Packaging and Labelling- types and functions; Product support services. New Product Development: New product development process; Product life cycle – concept and marketing strategies.
IV	Pricing Decisions: Objectives, Factors affecting price of a product, Pricing methods, Pricing strategies. Distribution Decisions: Delivering Value: Channels of distribution- types and functions; Wholesaling and retailing; Factors affecting choice of distribution channel; Logistics decisions.
V	Promotion Decisions: Communicating Value: Communication process; Importance of Promotion. Promotion-mix tools advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication. 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.
S. No.	Name of Authors/Books/Publishers

1.	Kapoor, N. (2021). Principles of Marketing. Prentice Hall of India.
2.	Kotler, P., Armstrong, G., Agnihotri, P. (2018). Principles of Marketing. Pearson Education. Indian edition.
3.	Kotler, P., Chernev, A., Keller, K. L. (2022). Marketing Management. United Kingdom: Pearson Education

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	3	1	-
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment - Assignment - 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		
4.	End Semester Examination		