

RAYALASEEMA UNIVERSITY :: KURNOOL

BBA - SEMESTER 11

FUNDAMENTALS OF MARKETING

To study & critically analyse the basic concepts in marketing & to cater the needs of marketing industries.

Course Outcomes:

1. To acquaint the students with the different aspects of marketing environment, marketing concepts and the importance of marketing in practical business world.
2. To promote positive attitude towards marketing as a discipline and profession.
3. To develop a logical perspective among the students in using marketing.
4. To help them to associate marketing mix in designing business strategies.

Unit-1: Concept of marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept – Green Marketing, Digital Marketing

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions - product attribute decisions - Product life cycle

Unit-III: Pricing: Setting the price, pricing process, pricing methods, Adapting price, Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV: Marketing channels: The Importance of marketing channels - Channel design decisions - Channel management decisions – Identifying Market Segments – Bases for Market Segmentation – Consumer Segmentation, Industrial Segmentation – Requirement of Effective Segmentations

Unit-V: Advertisement : Tools of Promotion – Sales Promotion Objectives – Advertising, Meaning – Objectives – Types of Media – Publicity - Personnel selling.

Reference Books

1. Marketing Management by Philip Kotlers
- 2 Marketing — A Managerial Introduction by Gandhi
- 3 Consumer Behavior By Schiffman — Kanuk
4. Principles and practice of Marketing by John Frair.