

ANDHRA KESARI UNIVERSITY



Subject: MARKETING
w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
II	1	Fundamentals of Marketing	4	4


Dr. N. SREENIVASA CHARYULU
Chairman B.O.S. (U.G) Commerce
A.K. University, ONGOLE

SEMESTER-II

COURSE 1: FUNDAMENTALS OF MARKETING

Theory

Credits: 4

4 hrs/week

COURSE OBJECTIVES:

- To enhance students' knowledge as regards to basics of marketing.
- To make the students the need and importance of market segmentation, targeting and positioning.
- To make students to understand the steps involved in developing a marketing plan.
- To develop practical insights into application of marketing concepts.
- To make students Know the recent trends in marketing.

UNIT 1: INTRODUCTION TO MARKETING:

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment. Marketing Mix elements; Marketing Process.

Unit 2: SEGMENTING, TARGETING AND POSITIONING (STP):

Market segmentation, Meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Patterns of Targeting, Product positioning concept Positioning strategies.

UNIT-3: PRODUCT AND PRICING:

Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages. Pricing: Meaning, Objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

UNIT-4: PLACING AND PROMOTIONAL STRATEGIES:

Place-Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution. Elements of Promotional Mix- Advertising, Publicity, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.

UNIT-5: Recent Trends in Marketing:

Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior. Digital Marketing- Meaning and Importance.


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Reference Books:

1. Philip Kotler, Marketing Management, Pearson Education.
2. W.J. Stanton, Michael J. Etzel & Bruce J. Walker, Fundamentals of Marketing, McGraw Hill International.
3. Ramaswamy V.S. & Namakumari S, Marketing Management: Global Perspective – Indian Context, Macmillan.
4. Tapan K Panda, Marketing Management, Excel Books.


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ANDHRA KESARI UNIVERSITY-ONGOLE, PRAKASAM DISTRICT
Minor Programme from the Year 2023-24 Onwards
Programme- FINANCE (For Commerce and Other Majors)

Question Paper model, First Year-Semester-2
Course 1 – Fundamentals of Marketing

Time: 3 Hours

Total Marks: 75

PART –A

Answer any Five of the following

5X5=25 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

PART –B

Answer the following

5X10=50 Marks

- 11a.
- 11b.
- 12a.
- 12b.
- 13a.
- 13b.
- 14a.
- 14b.
- 15a.
- 15b.


Or

Or

Or

Or

Or


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