

BBA – SEMESTER I
FUNDAMENTALS OF MARKETING

Course Code: BBA-103 **Credits:** 5

Marks: 80 (E) + 20 (I) = 100

Hours per Week: 5 Hours

Duration of Exam: 3 Hours

Course Objectives

1. To define marketing, its core concepts, and distinguish it from selling while addressing the concept of marketing myopia.
2. To evaluate the micro and macro marketing environments and apply consumer market segmentation, targeting, and positioning strategies.
3. To analyze product classifications, life cycle management, and pricing methods for effective marketing decisions.
4. To assess integrated marketing communications, distribution channel design, and logistics management.
5. To examine online marketing, social media engagement, CRM and PRM systems, and green marketing practices.

Course Outcomes

After completing this course, students will be able to:

1. CO1: Define and explain marketing concepts, its evolution, and differentiate it from selling while addressing marketing myopia and value creation.
2. CO2: Analyze micro and macro marketing environments and apply STP (Segmentation, Targeting, Positioning) strategies effectively.
3. CO3: Design product strategies across various life cycle stages and implement pricing methods for competitive advantage.
4. CO4: Evaluate integrated marketing communications, distribution channels, and logistics to enhance value delivery.
5. CO5: Examine and integrate digital marketing, social media, CRM/PRM systems, and sustainable marketing practices into business strategies.

Unit-wise Syllabus

Unit I	Introduction to Marketing
	Marketing: Definitions, nature, and scope; Core concepts – needs, wants, demand, value, and customer satisfaction; Evolution of marketing philosophies; Marketing vs selling; Marketing myopia; Customer value and relationship marketing; Marketing Mix (4Ps & extended 7Ps overview); Holistic Marketing concept.
Unit II	Marketing Environment and Segmentation
	Marketing environment: Micro and macro factors; PESTLE framework and environmental scanning; Market Segmentation: Definition, bases (demographic, psychographic, behavioural, geographic); Targeting: Strategies and key factor considerations; Positioning: Concept, positioning strategies, and perceptual mapping; Unique Selling Proposition (USP).

Unit III	Marketing Mix: Product and Pricing Strategies
	Product: Levels (core, actual, augmented); Product classification (consumer & industrial goods); Product Life Cycle (PLC) and its strategic implications; New product development process; Branding and Packaging: Importance and types; Pricing: Objectives, methods and factors influencing pricing decisions.
Unit IV	Marketing Mix: Promotion & Place Decisions
	Integrated Marketing Communications (IMC): Meaning, elements, and role in brand building; Promotion mix: Advertising, sales promotion, public relations, Distribution channels – types, role, and design; Intermediaries and channel conflicts; Logistics-Concepts and importance in marketing; Omni-channel retail strategy.
Unit V	Emerging Trends in Marketing
	Online marketing, social media, and influencer marketing; Customer Relationship Management (CRM) and Partner Relationship Management (PRM); Experiential and event marketing; Green and sustainable marketing practices; Personalization, data-driven marketing, and ethical considerations in modern marketing; Marketing Analytics: Basics and applications; AI in Marketing – overview.

Suggested Reference Books

1. Saxena, R. (2019). Marketing Management. Tata McGraw-Hill.
2. Kotler, P., Armstrong, G., & Agnihotri, P. (2018). Principles of Marketing (17th ed.). Pearson Education.
3. Ramaswamy, V. S., & Namakumari, S. (2018). Marketing Management: Global Perspective Indian Context. Macmillan Publishers India Limited.
4. Lamb, C. W., Hair, J. F., Sharma, D., & McDaniel, C. (2016). Principles of Marketing: A South Asian Perspective. Cengage Learning.
5. Dr. B. Mohan Kumar, Dr. S. Lakshmi Narasimham & Ms. A. Sandhya (2021). Fundamentals of Marketing. Tata Publications, Hyderabad.
6. Sr. Prof. D. Sreeramulu. Basics of Marketing. Himalaya Publishing House, 2025.
7. Prof. Y. Jahangir, Dr. D. Thirumala Rao & Ms. K. Swapna. Basics of Marketing. Vedashree Publishers, 2024.
8. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education.