

Tamil Nadu State Council for Higher Education (TANSCHÉ) Syllabus
For B.Com. (General) & B.Com. (Accounting & Finance)

PRINCIPLES OF MARKETING

C.B. GUPTA



Sultan Chand & Sons

Principles of Marketing

*For B.Com. (General), B.Com. (Accounting & Finance)
as per
Tamil Nadu State Council for Higher Education (TANSCHE) Syllabus*

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Preface



The book *Principles of Marketing* has been meticulously crafted to provide students with a comprehensive understanding of fundamental marketing concepts, principles, tools, and techniques. With the aim of equipping learners with the knowledge needed to navigate the evolving landscape of marketing, this book delves into foundational ideas, contemporary developments, and practical applications of marketing strategies.

The content is structured to introduce readers to the essential tenets of marketing, including its philosophies and the environmental factors influencing a firm's marketing decisions. Key aspects such as consumer behavior dynamics, market segmentation, and the process of value creation are discussed in depth. The book also explores critical marketing decisions, including product development, pricing strategies, promotional activities, distribution mechanisms, and competitive analysis.

This book has been designed specifically for fourth-semester Bachelor of Commerce (General) students, aligning with the Tamil Nadu State Council for Higher Education (TANSICHE) syllabus. It serves as a reliable resource that integrates academic rigor with practical insights, ensuring that students develop both a theoretical foundation and real-world problem-solving capabilities.

The book is systematically organized into five units:

- *Unit 1: Introduction to Marketing* – covering the basics of marketing and its evolving philosophies.
- *Unit 2: Market Segmentation* – focusing on understanding market divisions and targeting strategies.
- *Unit 3: Product & Price* – exploring product development processes and pricing mechanisms.
- *Unit 4: Promotions and Distributions* – delving into the promotional tools and distribution channels essential for market success.
- *Unit 5: Competitive Analysis and Strategies* – analyzing market competition and strategic responses.

To enrich the learning experience, *Principles of Marketing* incorporates over 23 real-world case studies, 46 informative tables, 36 illustrative figures, and more than 295 thought-provoking questions. These features are designed to deepen theoretical comprehension, foster critical thinking, and promote application-oriented learning. Additionally, awareness-building exercises aim to help students contextualize marketing concepts within broader societal and professional frameworks.

By bridging academic knowledge with practical insights, this book seeks to prepare students for both academic excellence and professional challenges. It encourages learners to critically analyze scenarios, devise strategic solutions, and adapt to the dynamic business environment with confidence.

We sincerely hope that *Principles of Marketing* will serve as a valuable companion for students, providing them with the skills and insights needed to excel in their studies and embark on successful careers in the field of marketing.

Editorial Team
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Syllabus

Tamilnadu State Council for Higher Education (TANSICHE) Principles of Marketing

Unit-I: *Introduction to Marketing*

Meaning – Definition and Functions of Marketing – Evolution of Marketing Concepts – Innovations in Modern Marketing. Role and Importance of Marketing – Classification of Markets – Niche Marketing.

Unit-II: *Market Segmentation*

Meaning and Definition – Benefits – Criteria for Segmentation – Types of Segmentation – Geographic – Demographic – Psychographic – Behavioural – Targeting, Positioning & Repositioning – Introduction to Consumer Behaviour – Consumer Buying Decision Process and Post Purchase Behaviour – Motives Freud's Theory of Motivation.

Unit-III: *Product & Price*

Marketing Mix – An Overview of 4P's of Marketing Mix – Product – Introduction to Stages of New Product Development – Product Life Cycle – Pricing – Policies – Objectives – Factors Influencing Pricing – Kinds of Pricing.

Unit-IV: *Promotions and Distributions*

Elements of Promotion – Advertising – Objectives – Kinds of Advertising Media – Traditional vs Digital Media – Sales Promotion – Types of Sales Promotion – Personal Selling – Qualities Needed for a Personal Seller – Channels of Distribution for Consumer Goods – Channel Members – Channels of Distribution for Industrial Goods.

Unit-V: *Competitive Analysis and Strategies*

Global Market Environment – Social Responsibility and Marketing Ethics – Recent Trends in Marketing A Basic Understanding of E-Marketing & M-Marketing – E-Tailing – Customer Relationship Management (CRM) – Market Research – Management Information System (MIS) and – Marketing Regulation.

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1.	Nature, Importance and Scope of Marketing	2	5	2	19
2.	Evolution of Marketing Philosophies	3	4	1	28
UNIT II – MARKET SEGMENTATION					
3.	Market Selection: Market Segmentation, Targeting and Product Positioning	6	5	3	42
4.	Consumer Behaviour	1	5	1	24
UNIT III – PRODUCT AND PRICE					
5.	Marketing Mix	8	3	1	19
6.	New Product Development and Product Life Cycle	6	4	2	17
7.	Pricing Decision	2	1	3	20
UNIT IV – PROMOTIONS AND DISTRIBUTIONS					
8.	Promotion Decisions and Integrated Marketing Communication	9	4	3	22
9.	Advertising and Personal Selling	5	2	3	54
10.	Distribution Decisions	4	3	1	29
UNIT V – COMPETITIVE ANALYSIS AND STRATEGIES					
11.	Competitive Analysis and Strategies	—	—	3	21
	Total	46	36	23	295

UNIT

INTRODUCTION TO MARKETING

1. Nature, Importance and Scope of Marketing
2. Evolution of Marketing Philosophies

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