

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE (AUTONOMOUS)**



**BOARD OF STUDIES: COMMERCE**

**PROGRAMME: Bachelor of Science (Information Technology)**

**SEMESTER: IV**

**NOMENCLATURE OF THE COURSE: Basics of Marketing**

**NEP Vertical: Open Elective**

**Credit: 02**

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-26)



<b>Programme:</b>	<b>Bachelor of Science (Information Technology)</b>
<b>Nomenclature of the Course</b>	<b>Basics of Marketing</b>
<b>Total Marks</b>	<b>50</b>
<b>Semester:</b>	<b>IV</b>
<b>Academic year</b>	<b>2025-26</b>

**LEARNING OBJECTIVES:**

- To understand the fundamental framework and concepts in the area of marketing

**COURSE OUTCOMES:**

- To study an in-depth knowledge of various marketing elements

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration/ Lectures</b>
1	<ul style="list-style-type: none"> <li>• <b>Introduction to Marketing:</b> Definition, features, advantages and scope of marketing. The 7P's and 7C's of marketing. Marketing v/s Selling. Goods v/s Services</li> <li>• <b>Concepts of Marketing:</b> Needs, wants and demands, transactions, transfer and exchanges.</li> <li>• <b>Orientations of a firm:</b> Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.</li> <li>• <b>The micro environment of business:</b> Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis)</li> </ul>	Interactive discussion  Group assignments	15
2	<ul style="list-style-type: none"> <li>• <b>Marketing mix:</b> Meaning –elements of Marketing Mix.</li> <li>• <b>Product-</b>product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.</li> <li>• <b>Pricing</b> – objectives- factors influencing pricing policy and Pricing strategy.</li> <li>• <b>Physical distribution</b> – meaning – factor affecting channel selection-types of marketing channels</li> <li>• <b>Promotion</b> – meaning and significance of promotion. Promotion tools (brief)</li> </ul>	Case studies  Role plays  Simulations  Trend Watching	15

### REFERENCE BOOKS

1. Kotler, Philip, Marketing Management, Prentice Hall, New Delhi.
2. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

## QUESTION PAPER PATTERN

### Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Presentation/Viva Voce	10
Assignment/Project	10
Total	20

### Term End Examinations (TEE) Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hour

All questions are compulsory.

Question	Description	Total Marks
1	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	
2	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	
3	Short Notes (Any 2 out of 3) <b>OR</b> Case Study	6