

<b>Course Title:</b>				<b>Fundamentals of Marketing</b>				
<b>Course Code:</b>				<b>BULMI103</b>				
<b>Course Coordinator</b>				<b>Dr. Deepak Jain</b>				
<b>Credits</b>				<b>3-1-0</b>				
<b>Evaluation Scheme: Total 100 Marks</b>								
<b>Quiz (Total 20 Marks)</b>				<b>Assignment / Project (Total 20 marks) (Minimum Two Assignments or one Project)</b>		<b>Mid-Term</b>	<b>Major Examination</b>	<b>Total</b>
<b>Quiz I (5 marks)</b>	<b>Quiz II (5 marks)</b>	<b>Quiz III (5 marks)</b>	<b>Quiz IV (5 marks)</b>	<b>10</b>	<b>10</b>	<b>20 marks) (1 ½ Hour Duration)</b>	<b>(40 marks) (3 Hour Duration)</b>	<b>100 Marks</b>
<b>WEEKS</b>				<b>TOPICS TO BE COVERED</b>				
<b>Week 1</b>				<b>Defining Marketing, Scope of Marketing, Ps of Marketing, Marketing Concepts</b>				
<b>Week 2</b>				<b>Marketing Orientation, Changing Marketing Practices</b>				
<b>Week 3</b>				<b>Value-Delivery Network, Customer Delight, Customer Relationship Management</b>				
<b>Week 4</b>				<b>Market-oriented strategic planning, Steps in planning process, Contents of Marketing Plan, BCG Approach, GE Model</b>				
<b>Week 5</b>				<b>SWOT Analysis, Marketing Research Process, Scanning the Marketing Environment</b>				
<b>Week 6</b>				<b>External Marketing Environment, Social factors, Demographic factors, Economic factors</b>				
<b>Week 7</b>				<b>Technological factors, Political &amp; Legal factors, Competitive factors</b>				
<b>Week 8</b>				<b>Market Segmentation, Criteria, Bases, Steps of Segmentation. Targeting Strategies.</b>				
<b>Week 9</b>				<b>Presentations</b>				
<b>Week 10</b>				<b>Presentations</b>				
<b>Week 11 (13<sup>th</sup> -17<sup>th</sup> October, 2025)</b>				<b>Mid-Term</b>				
<b>2<sup>nd</sup> May, 2025</b>				<b>Showing of Mid-Term Answer Sheets</b>				
<b>Week 13</b>				<b>Positioning- Perceptual Maps, Positioning bases, Repositioning.</b>				
<b>Week 14</b>				<b>Product Mix, Product-Line decisions, Brand Identity, Brand Equity</b>				
<b>Week 15</b>				<b>Service Mix, Service Quality, Integrated Marketing Communications, Ethical issues in Marketing</b>				
<b>Week 16</b>				<b>Presentations</b>				
<b>Week 17 (8<sup>th</sup> -12<sup>th</sup> December, 2025)</b>				<b>Revision Week</b>				
<b>Week 18 (15<sup>th</sup> – 24<sup>th</sup> December, 2025)</b>				<b>Major Examinations</b>				
<b>8<sup>th</sup> January 2026</b>				<b>Showing of Major Exams Answer Sheets</b>				
<b>20<sup>th</sup> – 25<sup>th</sup> October 2025</b>				<b>Diwali Break</b>				

### COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Know the true value of products and services

CLO2: Understand the importance of marketing tools

CLO3: Learn the importance of market surveys

CLO4: Apply the principles of marketing in promoting products and services

### Recommended Books

Lamb, Hair, Sharma, & McDaniel, 'MKTG', Cengage.

Philip Kotler 'Marketing Management, Pearson Education.

B. Paul, W. Sophie, R. Sara, A. Paolo 'Fundamentals of Marketing' (Audiobook).

Calendar of Quizzes / Assignment etc. to be provided as per below details and exact dates to be fixed in consultation with other course coordinators to avoid overlap of Quizzes of different courses.

Component	Date
Quiz-I	Week 10
Quiz-II	Week 10
Assignment-I	Week 10
Assignment-II / Project Submission	Week 17
Quiz-III	Week 17
Quiz-IV	Week 17

Note:

1. One surprise Quiz may be fixed out of Quiz-II, Quiz-III or Quiz-IV.
2. In case of any deviation in evaluation methodology for courses such as AEC/VAC/SEC shall be mentioned accordingly. Thus, same shall be approved by the next BOS of school if not done earlier.

Signature of Course Coordinator :

