



Mahatma Gandhi University

Kottayam

Programme	BA (Hons) Economics				
Course Name	Economics of Marketing				
Type of Course	DSC				
Course Code	MG4DSCECO202				
Course Level	200-299				
Course Summary	This course explores the intersection between economics and marketing, focusing on how economic principles influence marketing strategies, pricing, consumer behavior, and market structures. The objective of this course is to provide students with a comprehensive understanding of the principles and practices of marketing, and to equip them with the skills necessary to effectively navigate and make strategic decisions in diverse marketing environments. It also aims to expose students to various marketing concepts, strategies, and tools, including digital and ethical marketing practices. Students will gain insights into how marketers make economically sound decisions and how markets respond to marketing activities.				
Semester	4	Credits			4
Course Details	Learning Approach	Lecture	Tutorial	Practical / Practicum	Others
		3		1	
					75
Pre-requisites, if any					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
	<i>Upon completion of this course, the students will be able to:</i>		

1	To impart knowledge in various aspects of marketing and to understand product planning and development	U	3,4,6
2	To familiarize the students the pricing policies and equip the students to evaluate different channels of distribution	E	1,2, 10
3	To understand the various promotion strategies and marketing research	U	2,5,4,10
4	To analyse the modern marketing methods	An	6,8
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT

Content for Classroom Transactions (Units)

Module	Units	Course Description	Hrs	CO No.
1	Fundamentals of Marketing and Its Core Components		25	
	1.1	Marketing: Meaning and definition- Nature and scope of marketing- classification of market-Functions of marketing -Marketing and Economic development	3	1
	1.2	Concepts of marketing: – Societal Marketing, Holistic Marketing, Relationship Marketing, Integrated Marketing, Internal Marketing and Performance Marketing. (Concepts only)	4	1
	1.3	Market Segmentation – Meaning and Definition – Importance – Bases of Market Segmentation – Consumer Behaviour – Factors influencing Consumer Behaviour – Buying motives- Buying Decision Process.	4	1
	1.4	Marketing mix: Meaning and importance- product planning and development - PLC – product mix - branding - brand equity – packaging – labelling Product Positioning (Concept only)-Product Differentiation (Concept only) - Standardisation and Grading: Different types of standard-Advantages and importance of grading	4	1
Practicum		1. Develop a simple marketing plan for a hypothetical product. 2. Conduct a case study on consumer behaviour	10	1
2	Pricing and channels of distribution		15	

	2.1	Factors Influencing Pricing –Pricing objectives – Policies and strategies in pricing – Methods of Pricing- New product pricing strategies	4	2
	2.2	Distribution – Channels of Distribution – Meaning and Importance – Types of channels- Influential Factors in Selection of Distribution Channel	4	2
	2.3	Types of middle men:- wholesalers, retailers, agents and Brokers-Functions of Middlemen	3	2
Practicum		Design a suitable channel strategy for a new or existing product.	4	2
3	Marketing Promotion and Marketing Research		20	
	3.1	Promotion: Nature and Importance – Promotion mix – Factors affecting Promotion Mix	3	3
	3.2	Promotion Tools: Advertising, Personal Selling, Direct Marketing, Public Relations & Sales Promotion – Advertising: importance – steps in advertising – objectives	3	3
	3.3	Marketing Information System: Definition and importance – Components-Ethical considerations of MIS	3	3
	3.4	Marketing research: Meaning-Nature and scope-objectives – steps – modern methods- limitations	2	3
Practicum		1. Conduct a survey in the locality to evaluate the effectiveness of various Promotion tools. 2. Design an advertisement for a new product	9	3
4	Modern Marketing		15	
	4.1	Modern concept of marketing-Key aspects- Key differences from traditional marketing	2	4
	4.2	Ethical Marketing – Green Marketing – Rural Marketing – Content Marketing -Digital Marketing – Social Media Marketing (Concepts only)	3	4
	4.3	E Commerce: Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), Consumer to Business (C2B), Business to Administration (B2A), Consumer to Administration (C2A).(Concepts only)	3	4
Practicum		Mini Project: A Study on the Features and Marketing Strategies of an Online Marketing App	7	4

5	Teacher Specific Module		
	<i>The instructor has the authority to adapt this module by incorporating recent developments to enhance the learning experience. Student performance will be evaluated internally through a combination of assignments, participation, and discussion.</i>		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Classroom Lectures and Authentic Learning: Traditional lectures can provide solid factual knowledge Active-interactive learning, brainstorming, seminar, group activities: Foster student engagement through interactive class discussions Suggested Course Delivery Methods <ul style="list-style-type: none">○ CD1 - Lecture by use of boards/LCD projectors/ Projectors etc.○ CD2 – Tutorials/Assignments○ CD3 - Class Seminars○ CD4 - Peer group Discussions																				
	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) – 30 Marks <table><tr><th>Particulars</th><th>Marks</th></tr><tr><td>Class Tests</td><td>15</td></tr><tr><td>Assignments</td><td>5</td></tr><tr><td>Project/Practicum/Quiz/Book Review/Fieldwork etc.</td><td>10</td></tr><tr><td>Total</td><td>30</td></tr></table> B. End Semester Examination (ESE): 70 marks, Time : 2 hours <table><tr><th>Particulars</th><th>Word limit</th><th>Number of questions to be answered</th><th>Marks</th></tr><tr><td>MCQ</td><td></td><td>10 out of 10</td><td>10x1 = 10</td></tr></table>				Particulars	Marks	Class Tests	15	Assignments	5	Project/Practicum/Quiz/Book Review/Fieldwork etc.	10	Total	30	Particulars	Word limit	Number of questions to be answered	Marks	MCQ		10 out of 10
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MCQ		10 out of 10	10x1 = 10																		

	Short Answer	50 words	10 out of 13	10x3 = 30
	Short Essay	160 words	5 out of 7	5x6 =30
	Total			70

REFERENCES

1. Kotler, Kevin, Jha & Koshi (2009), Marketing Management, Pearson Education, Delhi
2. Mahendra Mohan (1998) "Advertising Management", Tata Mc Grow hill Publishing company limited, New Delhi
3. Mathew Emmanuel (2008), Marketing Management, DC Books, Kottayam.
4. Ramaswamy & Namakumari (2009), Marketing Management, Macmillan India Ltd, Delhi
5. William J Stanton et al (2007), Marketing, McGraw Hill Publishing Company pvt Ltd, Delhi



MGU-UGP (HONOURS)

Syllabus