

COURSE DATA SHEET

SEMESTER	1	BATCH	2026-2029
COURSENAME	MARKETING	COURSE CODE	25UECGT1001
COURSE UNITS	5	COURSE TYPE	GENERIC ELECTIVE –I
CONTACT HOURS (L-T-P)	75 Hrs	CREDITS	5

COURSE OBJECTIVES	
1	To provide students with a comprehensive understanding of the fundamental concepts of marketing and e-commerce
2	To develop students' knowledge of modern marketing practices and distribution systems by examining organized markets
3	To equip students with the ability to analyze and apply marketing principles and strategies related to e-commerce

COURSE OUTCOMES: On completion of the course the students will be able to...		
	CO Statement	Cognitive Level
CO1	Explain the concepts, working, types, advantages, and disadvantages of e-commerce, digital marketing, and the principles of effective digital marketing.	K1-K3 (Understand, Apply)
CO2	Analyze the functions of marketing, physical distribution, storage, warehousing, grading, standardization, product planning, and the stages of the product life cycle.	K1-K3 (Understand, Apply)
CO3	Evaluate pricing objectives, methods of price determination, pricing strategies, pricing policies, and pricing approaches for new products in different business contexts.	K1-K4 (Understand, Apply, Analyze)
CO4	Differentiate various marketing institutions and distribution systems, including regulated and organized markets, cooperative marketing bodies, supermarkets, departmental stores, chain stores, and channels of distribution.	K1-K5 (Understand, Apply, Analyze and Evaluate)
CO5	Apply the principles of branding, packaging, labeling, salesmanship, advertising, media selection, advertising agencies, and promotional programs to develop effective marketing strategies.	K1-K5 (Understand, Apply, Analyze and Evaluate)

SYLLABUS

UNIT	TOPICS	HOURS
1	E- Commerce- Meaning- Working of E- Commerce- Types of E- Commerce- Advantages and Disadvantages - Digital Marketing – Types – Principles of effective digital Marketing.	15
2	Functions of marketing –Functions of physical distribution - Storage and warehousing – Grading and standardization – Product planning and development - Product life cycle - Pricing objectives and price determination	15
3	Regulated and organized market - Co-operative marketing bodies – Supermarkets - Departmental and Chains stores.	15
4	Channels of distribution - Branding - Packaging and labeling - Basic methods of setting prices - Pricing strategies and policies - Pricing strategy of new products	15
5	Salesman – Nature and functions of salesman –Promotional programme – Advertising, media and agencies of advertising	15
Note (if any)		75 Hrs

TEXT/ REFERENC EBOOKS/ E - RESOURCES:

Text Books	- Philip Kotler, Gary Armstrong, Prafulla Agnihotri & Ehsan ul Haque Title: <i>Principles of Marketing</i> Edition: 18th Global Edition (2023) Publisher: Pearson Education. - R.S.N. Pillai & Bagavathi Title: <i>Modern Marketing: Principles and Practices</i> Publisher: S. Chand & Company, Latest Indian edition (2024). - S.A. Sherlekar Title: <i>Marketing Management</i> Publisher: Himalaya Publishing House, Latest edition (2023)
Books For Reference	- Efraim Turban, David King, Jae Lee & Ting-Peng Liang Title: <i>Electronic Commerce: A Managerial Perspective</i> Edition: 9th Edition (2024) Publisher: Pearson Education - S.Jayachandran, Title: <i>Marketing Management: Text and Cases</i>, Publisher: Excel Books, Latest Edition (2023)

	- Michael J. Etzel, Bruce J. Walker & William J. Stanton Title: <i>Marketing</i>, Publisher: McGraw Hill, 15th Edition (2022) - Dr. C.B. Gupta & Dr. N. Rajan Nair Title: <i>Marketing Management</i> Publisher: Sultan Chand & Sons, Latest Indian Edition (2023)
E-Learning Resources	www.neilpatel.com www.omnikick.com www.buffer.com

PEDAGOGY (TEACHING METHODOLOGY):

- Chalk & Talk
- Student Assignments
- Smart Board
- Student Seminars/Webinars
- MCQ
- Quizzes
- Web Resources

CO-PO AND CO-PSO MAPPING:										
	PO1	PO2	PO3	PO4	PO5	PO6		PSO1	PSO2	PSO3
CO1	3	2	1	3	2	1		3	1	1
CO2	3	3	2	2	2	1		3	2	1
CO3	3	3	3	2	2	2		3	3	2
CO4	3	2	2	2	2	1		2	3	1
CO5	3	3	3	2	3	3		2	3	3
Average (Use only filled in cells for calculation)	3.0	2.6	2.2	2.2	2.2	1.6		2.6	2.4	1.8

Correlation Level: 1-Low 2-Moderate 3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING			
CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	It provides foundational understanding of modern marketing systems such as e-commerce and digital marketing, enabling students to clearly grasp core marketing concepts and their applications in business.
	PO2	2	By comparing different types of e-commerce models and digital marketing tools, students develop logical reasoning and decision-making skills in selecting appropriate marketing approaches.
	PO3	1	It helps students recognize basic marketing challenges in online platforms such as customer engagement, visibility, and competition, and understand how digital marketing addresses these issues.
	PO4	3	The conceptual clarity gained through CO1 prepares students for advanced studies in marketing, digital business, advertising, and commerce-related fields.
	PO5	2	Exposure to rapidly evolving digital marketing trends encourages students to continuously update their knowledge and adapt to changes in the marketing environment.
	PO6	1	It creates awareness about responsible digital marketing practices, including ethical advertising, consumer protection, and transparency in online business communication
	PSO1	3	It strongly aligns by explaining how e-commerce and digital marketing operate within the modern economic and marketing system.
	PSO2	1	It moderately supports this PSO by enabling students to understand and compare different digital marketing strategies and their effectiveness in business promotion.
	PSO3	1	It contributes to developing a structured and analytical understanding of digital marketing systems, forming the basis for systematic and data-oriented marketing decisions in advanced learning.
CO2	PO1	3	It develops a strong understanding of core marketing functions and physical distribution systems, enabling students to apply marketing concepts in real business contexts.
	PO2	3	By analyzing marketing functions and supply chain components, students improve logical reasoning and decision-making skills related to product flow and market operations.
	PO3	2	It helps students identify and address practical issues in distribution, warehousing, and product management, such as inefficiencies in supply chain and product lifecycle challenges.

	PO4	2	The analytical understanding of marketing systems supports advanced studies in marketing management, logistics, supply chain management, and business administration.
	PO5	2	Exposure to evolving marketing systems and product life cycle concepts encourages students to continuously update their knowledge in dynamic market environments.
	PO6	1	To promotes awareness of fair trade practices, standardization, and ethical distribution systems that ensure consumer protection and transparency.
	PSO1	3	It strongly supports understanding of how marketing functions, distribution systems, and product life cycles operate within the broader economic system.
	PSO2	2	It aligns strongly by enabling students to critically analyze marketing operations and develop strategic decisions related to distribution and product management.
	PSO3	1	To promotes systematic and structured analysis of marketing processes, encouraging evidence-based understanding of supply chain and product lifecycle management.
CO3	PO1	3	It develops a clear understanding of pricing concepts and approaches, enabling students to apply pricing theories in real marketing situations.
	PO2	3	By evaluating different pricing methods and strategies, students enhance logical reasoning and decision-making skills in selecting suitable pricing options.
	PO3	3	It enables students to solve real-world pricing problems such as competition-based pricing, demand fluctuations, and new product pricing decisions.
	PO4	2	This outcome supports advanced studies in marketing management, economics, and business strategy by strengthening analytical pricing knowledge.
	PO5	2	Exposure to dynamic pricing strategies encourages students to continuously adapt to changing market conditions and evolving pricing models.
	PO6	2	To promotes awareness of fair pricing practices, preventing unethical pricing strategies such as exploitation or unfair price manipulation.
	PSO1	3	It strongly supports understanding of pricing mechanisms within the economic and market system, including supply-demand interactions.
	PSO2	3	To strongly aligns by enabling students to critically evaluate pricing strategies and develop effective pricing decisions for different market conditions.
	PSO3	2	To promotes systematic and analytical evaluation of pricing data and strategies, encouraging evidence-based and rational decision-making.
CO4	PO1	3	It helps students understand different marketing institutions and distribution systems, strengthening their

			conceptual clarity of how goods and services move through the market.
	PO2	2	By differentiating various retail and distribution structures, students develop comparative thinking and logical decision-making skills.
	PO3	2	It enables students to identify and address inefficiencies in distribution systems and select appropriate marketing channels for effective product delivery.
	PO4	2	This outcome provides a strong base for advanced studies in retail management, supply chain management, and marketing strategy.
	PO5	2	Exposure to evolving retail formats and distribution models encourages students to stay updated with changing market structures and consumer trends.
	PO6	1	It promotes awareness of fair trade practices and organized marketing systems that support transparency and consumer welfare.
	PSO1	2	It strongly aligns by explaining how different marketing institutions operate within the economic system and contribute to market efficiency.
	PSO2	3	It strongly supports analytical thinking by enabling students to compare and select appropriate distribution channels and marketing institutions.
	PSO3	1	To promotes structured and systematic evaluation of marketing systems using logical and evidence-based comparison of distribution networks.
CO5	PO1	3	To enables students to apply core marketing concepts such as branding, advertising, and promotion in real business situations, strengthening practical domain knowledge.
	PO2	3	By designing marketing strategies and selecting appropriate promotional tools, students develop decision-making, communication, and analytical skills.
	PO3	3	It helps students address real-world marketing challenges such as product positioning, customer awareness, and market competition through effective promotional strategies.
	PO4	2	This outcome provides practical exposure that supports advanced studies in marketing management, advertising, digital marketing, and business strategy.
	PO5	3	Engagement with evolving advertising media and branding techniques encourages continuous learning and adaptability in the dynamic marketing environment.
	PO6	3	It promotes ethical advertising practices, truthful communication, and responsible marketing strategies that protect consumer interests.
	PSO1	2	It strongly aligns by applying marketing tools that operate within the economic system to influence consumer behavior and market performance.

	PSO2	3	It strongly supports strategic thinking by enabling students to design and implement effective marketing and promotional strategies.
	PSO3	3	It promotes systematic and evidence-based marketing decision-making through structured application of branding, advertising, and promotional tools.