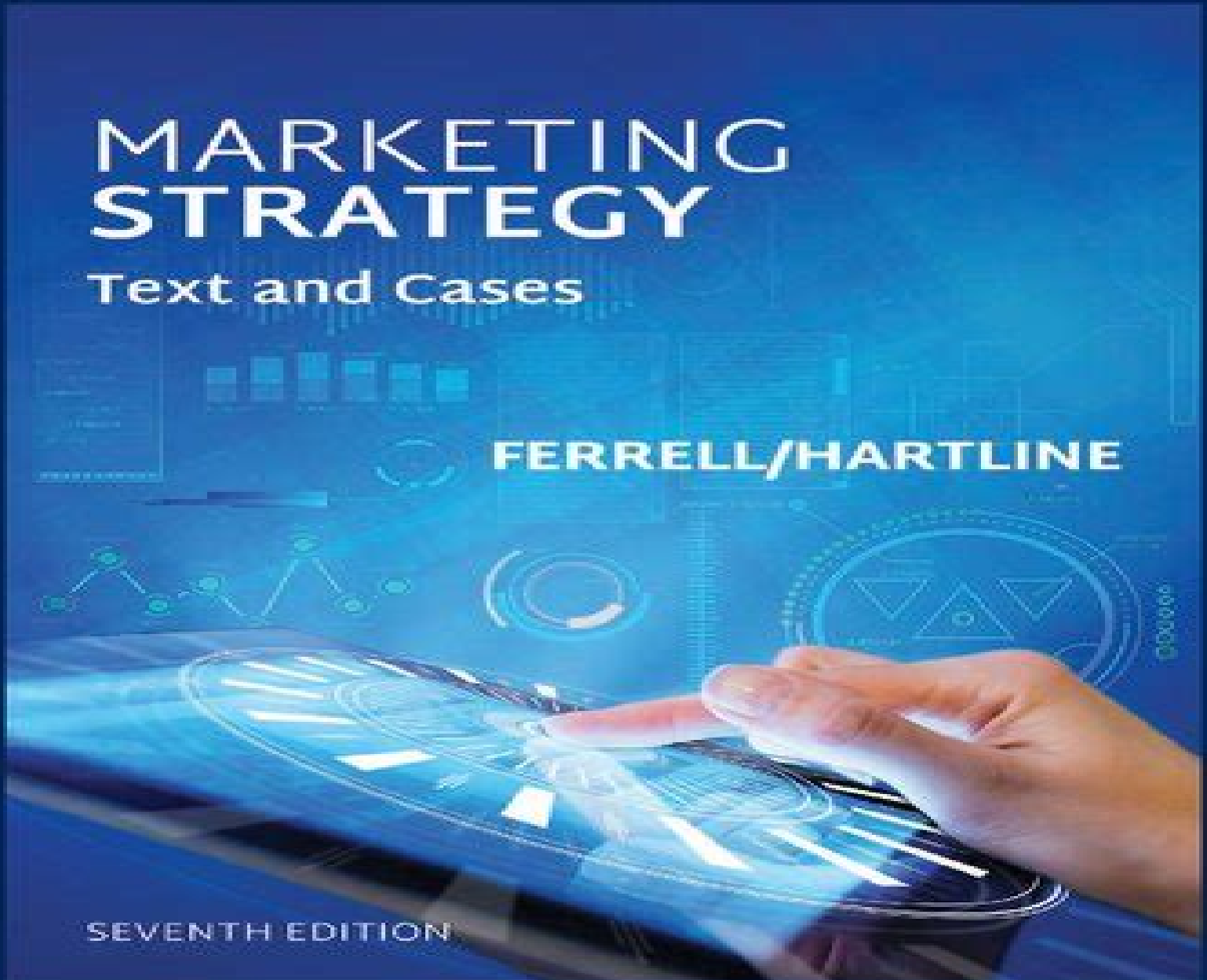


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PRINCIPLES OF MARKETING (For 2nd Semester Students under Gauhati University) DR. RAJU SUBBA, DR. PORAG PACHANI, 2025-04-12

Marketing is an essential function of any business bridging the gap between products and consumers. In today's dynamic business environment, understanding the principles of marketing is crucial for students aspiring to build careers in commerce and management. The National Education Policy (NEP) 2020 emphasizes a multidisciplinary and practical approach to learning, encouraging students to develop analytical and decision-making skills in real-world business scenarios. Keeping this in mind, *Principles of Marketing* has been designed to cater to the academic needs of B.Com 2nd Semester students of Gauhati University while aligning with the latest developments in marketing strategies and practices. This book provides a comprehensive yet simplified approach to the fundamental concepts of marketing, ensuring clarity and application-oriented learning. The content is structured into five well-defined units covering key aspects of marketing:

Unit I: Introduction
This unit lays the foundation for marketing by exploring its nature, scope, and importance. It traces the evolution of marketing and differentiates it from selling. Additionally, it introduces the marketing mix and examines the marketing environment, discussing its various components including economic, demographic, technological, natural, socio-cultural, and legal factors.

Unit II: Consumer Behaviour
A marketer's success largely depends on understanding consumer behavior. This unit explains the nature and importance of consumer behavior, the buying decision process, and the various factors that influence consumer choices. It further explores market segmentation, targeting, and positioning (STP) and distinguishes between product differentiation and market segmentation.

Unit III: Product
This unit focuses on product concepts and classifications along with the importance of product mix, branding, packaging, and labeling. It also discusses product support services, the product life cycle, and the new product development process. The consumer adoption process is explained to provide insights into how consumers accept and use new products.

Unit IV: Pricing and Distribution
Pricing is a crucial aspect of marketing strategy. This unit delves into the significance of pricing factors affecting price determination and various pricing policies and strategies. It also covers distribution channels, their types, functions, and factors affecting their selection. Special attention is given to wholesaling, retailing, e-tailing, and physical distribution.

Unit V: Promotion and Recent Developments in Marketing
This unit discusses the nature and importance of promotion, the communication process, and the different types of promotion, including advertising, personal selling, public relations, and sales promotion. It also examines the promotion mix and the factors affecting promotional decisions. Additionally, this unit introduces students to emerging trends in marketing such as social marketing, online marketing, direct marketing services, green marketing, rural marketing, and consumerism.

Throughout the book, efforts have been made to present the concepts in a structured and student-friendly manner. The book includes real-life examples, case studies, and self-assessment questions to encourage critical thinking and practical application of marketing concepts. This book is expected to serve as a valuable resource for students, educators, and aspiring marketers.

We hope it fosters a deeper understanding of marketing principles and equips students with the knowledge required to navigate the ever evolving marketing landscape

Marketing Strategies of Chemical Industry in India Dr. Neeraj K Dubey,
Consumer Behavior and Marketing Strategy J. Paul Peter, Jerry Corrie Olson, 1993 **A Handbook of World Trade**
Jonathan Reuvid, 2004 This second edition of A Handbook of World Trade is a reliable reference source on the framework and mechanics of world trade The guide examines the origins and nature of the WTO regulatory issues and disputes in international trade the management of foreign currencies in international trade international trade finance and documentation and international trade development issues This authoritative analysis is supported by a directory of essential contacts and useful information including membership of regional trading groups banking groups with trade finance capacity export credit agencies and reading lists

Marketing, Principles & Perspectives William O. Bearden, Thomas N. Ingram, Raymond W. LaForge, 2001 **Marketing W/PowerWeb** Michael J. Etzel, Bruce J. Walker, William J. Stanton, 2001
Etzel Walker Stanton s Marketing 12th Edition will continue to be a low cost alternative in a paperback format now including free access to PowerWeb It incorporates technology throughout in text and boxed examples chapter opening cases and part ending cases This book was the first to incorporate WWW addresses and in this edition the authors go well beyond that with an in depth look at how companies are making technology an important part of their successful marketing strategies The authors have also made it a priority to integrate other important and current themes such as global marketing customer relationships small business and entrepreneurship In this edition the global marketing chapter was moved to the first part of the book chapter 3 to introduce its importance early Global examples and coverage are then integrated throughout This edition offers a completely new design a revised supplements package a new interactive web page and a special package with Annual Edition online

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Marketing Research Joseph F. Hair, Robert P. Bush, David J. Ortinau, 2003 Strategic Marketing
David W. Cravens, Nigel Piercy, 2006 Strategic Marketing 8 e by Cravens and Piercy is a text and casebook that discusses the concepts and processes for gaining the competitive advantage in the marketplace The authors examine many components of a market driven strategy including technology customer service customer relationships pricing and the global economy The text provides a strategic perspective and extends beyond the traditional focus on managing the marketing mix The cases

demonstrate how real companies build and implement effective strategies Author David Cravens is well known in the marketing discipline and was the recipient of the Academy of Marketing Science's Outstanding Marketing Educator Award Co author Nigel Piercy has a particular research interest in market led strategic change and sales management for which he has attracted academic and practitioner acclaim in the UK and USA *Analysis for Marketing Planning* Donald R. Lehmann, Russell S. Winer, 2002 *Analysis for Marketing Planning* focuses on the analysis needed for sound Marketing decisions and is structured around the core marketing document the Marketing Plan Whether studying Marketing strategy or Product Brand Management decisions students need to be able to make decisions based from sound *Arts Management* Carla Walter, 2015-05-22 *Arts Management* is designed as an upper division undergraduate and graduate level text that covers the principles of arts management It is the most comprehensive up to date and technologically advanced textbook on arts management on the market While the book does include the background necessary for understanding the global arts marketplace it assumes that cultural fine arts come to fruition through entrepreneurial processes and that cultural fine arts organizations have to be entrepreneurial to thrive Many cases and examples of successful arts organizations from the United States and abroad appear in every chapter A singular strength of *Arts Management* is the author's skilful use of in text tools to facilitate reader interest and engagement These include learning objectives chapter summaries discussion questions and exercises case studies and numerous examples and cultural spotlights Online instructor's materials with PowerPoints are available to adopters *Marketing Management* Rajiv Lal, John A. Quelch, V. Kasturi Rangan, 2005 *Marketing Management Text and Cases* 1 e includes a new collection of cases from Harvard Business School HBS sets the standard for effective case writing and teaching and provides here the latest cases in *Marketing Management* *A Preface to Marketing Management* J. Paul Peter, James H. Donnelly, 2003 *Preface to Marketing Management* can be used in a wide variety of settings Integrating E commerce topics throughout as well as analyses of proven teamwork techniques and strategies this flexible and concise book provides the reader with the foundations of marketing management while allowing room for the instructor to use outside readings Web research and other resources to build knowledge **Essentials of Marketing** Edmund Jerome McCarthy, William D. Perreault, 1994 Promotional Strategy James F. Engel, Martin R. Warshaw, Thomas C. Kinnear, 1991 Advertising and Promotion George Edward Belch, 2004 International Marketing Philip R. Cateora, 2005 *International Marketing* 12 e by Cateora and Graham is by far the best selling text in the field of International Marketing The authors continue to set the standard in this edition with an increase in coverage of technology's impact on the international market arena and a more comprehensive website helping to provide updates to text content in this continually changing field **Retailing Management** Michael Levy, Barton A. Weitz, 2001 *Retailing* has become a high tech global industry *Retailing Management* covers the latest developments in information technology for retailers It also covers current trends and practices in international retailing An interactive website offers additional resources for the reader **ABC's of**

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