



B.Com Honours

Semester V

Calicut University

PRINCIPLES OF MARKETING

Course Code: COM5CJ303 • Module 3 Notes

Module III: Marketing Mix Strategies (Product, Price, Place, Promotion)

Covers tactical marketing mix formulation, 5 product levels, Product Life Cycle (PLC) management, branding architecture, pricing models, and multi-channel physical/digital distribution systems.

Unit 12: Marketing Mix Concept, Classifications, & 5 Product Levels

4 Ps (Product, Price, Place, Promotion) and 7 Ps for Services (+ People, Process, Physical Evidence).
5 Product Levels (Kotler): 1. Core Benefit → 2. Basic Product → 3. Expected Product → 4. Augmented Product → 5. Potential Product.

Unit 13: New Product Development (NPD) & Product Life Cycle (PLC)

NPD Stages: Idea Generation → Idea Screening → Concept Testing → Marketing Strategy → Business Analysis → Product Development → Test Marketing → Commercialization.
PLC Stages: Introduction (Awareness), Growth (Market Share), Maturity (Defend Position / Modification), Decline (Harvest / Divest).

Unit 14: Brand Management – Equity, Co-Branding, & Ingredient Branding

Brand Equity represents added value endowed on products. Co-Branding combines 2 established brands (e.g. Nike + Apple). Ingredient Branding promotes component materials (e.g. Intel Inside, Gore-Tex).

Unit 15: Packaging, Labeling, Warranties, & Guarantees

Packaging functions: Protection, Convenience, Promotion. Labeling identifies product and displays mandatory statutory declarations (FSSAI / MRP / Expiry). Warranties & Guarantees build risk assurance.

Unit 16: Pricing Objectives & Pricing Strategies

Pricing Strategies: Cost-Plus Pricing, Value-Based Pricing, Price Skimming (high initial price for innovativeness), Market Penetration Pricing (low initial price for mass market share), Dynamic Pricing.

Unit 17: Distribution Channels, Management, & E-Commerce / M-Commerce

Channel Levels: 0-Level (Direct Manufacturer to Consumer), 1-Level (Retailer), 2-Level (Wholesaler + Retailer), 3-Level (Jobber). Omnichannel distribution and M-Commerce shopping apps.

Practical Case Framework (Product Life Cycle PLC 4-Stage Marketing Mix Strategy Matrix): Align marketing objectives, pricing, promotion, and distribution tactics across PLC stages.

Product Life Cycle (PLC) Strategic Marketing Mix Matrix:

PLC Stage	Strategic Marketing Objective	Pricing Strategy Applied	Promotion & Channel Tactics
1. Introduction	Create Product Awareness & Trial	Price Skimming or Penetration	Heavy Advertising & Trade Incentives
2. Growth	Maximize Market Share & Preference	Competitive Price Level	Mass Media Ads & Expanded Outlets
3. Maturity	Maximize Profits & Defend Share	Match or Beat Competitors	Sales Promotions & Brand Differentiation
4. Decline	Reduce Expenditure & Harvest Brand	Cut Prices / Clearance Discounts	Minimal Ads & Selective Channel Outlets

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