



B.Com Honours

Semester 5

Calicut University

PRINCIPLES OF MARKETING

Course Code: COM5CJ303 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM5CJ303

Course Title: PRINCIPLES OF MARKETING

Course Type: Major

Academic Level: 300-399

Credits: 4 Credits

Course Summary: This course aims to equip students with a comprehensive understanding of key marketing concepts, theories, and practice. It covers the key principles of marketing, including market analysis, consumer behaviour, product development, pricing strategies, promotion, and distribution.

Module I: Introduction to Marketing

- **Unit 1:** Definition- Features and scope of Marketing
- **Unit 2:** Evolution of Marketing Concepts and Philosophies
- **Unit 3:** Significance of Marketing in Business
- **Unit 4:** Functions of Marketing
- **Unit 2:** Overview of marketing Management Process

Module I: V Recent Developments in Marketing

- **Unit 18:** Applications of AI in marketing
- **Unit 19:** Influencer Marketing and Social Media Trends
- **Unit 20:** Marketing Analytics
- **Unit 21:** Omni Channel Marketing-Search Engine Optimisation
- **Unit 22:** Purpose driven marketing
- **Unit 23:** Ethical Issues in Marketing3 Open-Ended

Module I: ncluding relevant laws, regulations, and professional standards. AnP Examinations/Quizzes/ Assignment/assignment/project CO3 Apply auditing techniques and procedures to assess the reliability and

Module I: Module I

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