



KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University Established Under Section 3 of UGC Act 1956)

Coimbatore – 641 021.

DEPARTMENT OF COMMERCE

STAFF NAME: V. SUJITHRA

SUBJECT NAME: PRINCIPLES OF MARKETING

SEMESTER: V

SUB.CODE:16CCU511B

CLASS: III B.Com CA

Semester V

L T P C

- - 4 2

16CCU511B

PRINCIPLES OF MARKETING (PRACTICAL)

SCOPE:

Marketing is the soul of every business. Without marketing no one can survive in their business. Principles of marketing practical subject provide the on hand knowledge to the students on the current marketing scenario. This helps them to acquire the sufficient knowledge in the marketing field.

OBJECTIVES:

- Helps the students to get in-depth knowledge on Marketing Segmentation
- Helps to know about the proper Distribution channels
- Helps to identify the media of Advertisement

List of Practical

1. Prepare and Present the Development of Market Segmentation for any FMGC products
2. Give a Presentation of the Selection of distribution channel for Baby Product
3. Present in which media of Advertisement will you select for Cosmetic products
4. How to develop online marketing for apparels? Present and Defend
5. Give a Brief Account on Social Marketing

6. Give a Presentation on the following
 - i. Green Marketing
 - ii. Rural Marketing
 - iii. Service Marketing
7. Design a presentation on Consumer Exploitation - Food Products
8. Discuss in Group – —The Consumer Movements in India

Note: Record note to be submitted and Viva-voce will be conducted.

Suggested Readings:

Text Book:

1. Philip Kotler. (2014). *Marketing Management*, (14th Edition) New Delhi: Prentice Hall of India Pvt. Ltd

Reference Books :

1. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit.(2007) *Principles of Marketing*[14th edition]. New Delhi, Pearson Education.
2. CB Gupta and Dr. Rajan Nair (2016). *Marketing Management*.(10th Edition) New Delhi, Sultan Chand & Sons.
3. William D. Perreault, and McCarthy, E. Jerome (2013), *Basic Marketing*. New Delhi, Pearson Education
4. Neeru Kapoor (2005). *Principles of Marketing*. New Delhi: Prentice Hall of India Pvt. Ltd
5. Rajendra Maheshwari (2010) *Principles of Marketing* [2nd Edition]. New Delhi, International Book House.

EX.NO:1

Prepare and present the development of market segmentation for any FMCG products.

Aim:

To prepare and present the development of market segmentation for any FMGC products.

Procedure:

- 1.FMCG- Fast Moving Consumer Goods.
2. Milk is one of the FMCG products.
3. Milk comes under market segmentation as follows:

- Tv advertisements
- Pamphlets

For the targeted customers

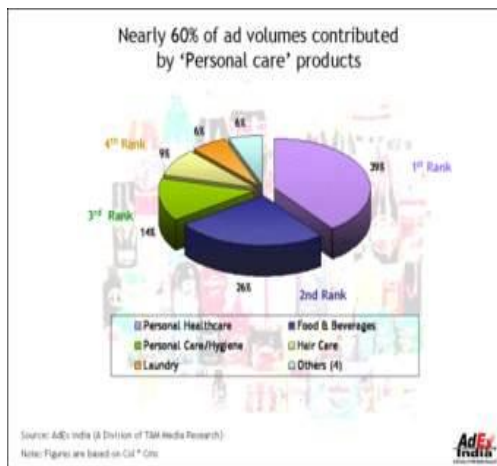
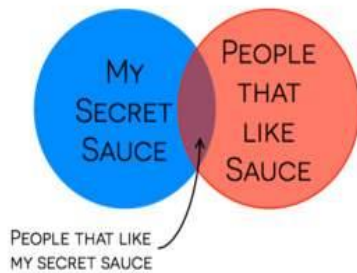
4. The targeted customers of milk is the residential peoples.

Thus, we use tv advertisements and pamphlets for reaching the residential peoples.

5. Example of FMCG industries are Hindustan Unilever, P & G etc.
6. The common FMCG products includes home care, personal care.

Samples of FMCG's:





Result:

Thus, the TV advertisement and pamphlet is chosen as distribution channel and presented for FMCG products.

EX.NO:02

Give a presentation of the selection of distribution channel for baby product

Aim:

To give a presentation of the selection of distribution channel for baby product.

Procedure:

1. Baby products comes under the segmentation of
 - Tv advertisements
2. The targeted customers of baby products is the kids age of less than three.
3. As the kids can't be the direct customers to buy the products, parents are the indirectly targeted customer.
4. Thus, we use Tv advertisements to reach targeted customers.

Sample of baby products:





Result:

Thus, TV advertisement is selected as distribution channel and presented for baby products.

EX.NO:02

Give a presentation of the selection of distribution channel for baby product

Aim:

To give a presentation of the selection of distribution channel for baby product.

Procedure:

1. Baby products comes under the segmentation of
 - Tv advertisements
2. The targeted customers of baby products is the kids age of less than three.
3. As the kids can't be the direct customers to buy the products, parents are the indirectly targeted customer.
4. Thus, we use Tv advertisements to reach targeted customers.

Sample of baby products:





Result:

Thus, TV advertisement is selected as distribution channel and presented for baby products.

EX.NO:3

Present in which media of advertisement will you select for cosmetic products

Aim:

To present cosmetic products advertisements on selected media.

Procedure:

1. The media selected for cosmetic products is online marketing.
2. The targeted people for cosmetic product is female who are the age group of 15 to 45.
3. The reason for choosing online marketing is to cover wide range of customers.
4. Thus, we choose online marketing to market cosmetic products.
5. Online marketing is easy to reach the customers specifically for cosmetic products.

Samples of cosmetics online marketing :





Result:

Thus, online marketing is selected media of advertisement for cosmetic products.

EX.NO:4

How to develop online marketing for apparels? Present and defend

Aim:

To develop online marketing for apparels.

Procedure:

1. Create a catchy tagline.
Ex: “Levis – a style for every story”.
2. Use social media to tell your story
Ex: social – “Instagram”, “Facebook”
3. Launch your brand with a give a way campaign.
4. Find a promotional partner.
5. Find undiscovered talent on youtube to be your brand ambassador.

Samples for apparels:





Result:

Thus the above procedure helps to develop the apparels through online marketing.

EX.NO:5

Give a brief account on social marketing

Aim:

To give a brief account on social marketing.

Procedure:

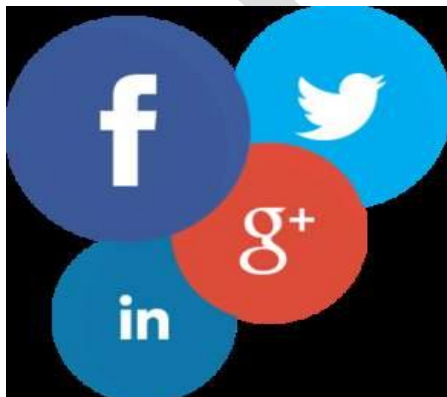
Websites and applications that enable users to create and share content or to participate in social networking.

Examples:

1. Face book
2. Whatsapp
3. tumblr
4. Instagram
5. Twitter
6. Skype
7. Snap chat
8. Pin interest
9. Linked in
10. Telegram

Social marketing is a marketing strategy through social media.

Samples of social marketing:





Result:

Thus a brief note on social marketing is given.

EX.NO:6

Give a presentation on the following as green marketing, rural marketing, service marketing.

Aim:

To give a presentation on the following

1. Green marketing
2. Rural marketing
3. Service marketing

Procedure:

1. Green marketing:

Green marketing refers to the process of selling products and/or service based on their environmental benefits.

- Not containing toxic material.
- Able to be recycled.



2. Rural marketing:

The rural marketing refers to the activities undertaken by the marketers to encourage the people, living in rural areas to convert their purchasing power into an effective demand for the goods and services and making these available in the rural areas, with the

intention to improve their standard of living and achieving the company's objective as a whole.



3. Service marketing:

Service marketing typically refers to both business to consumer (B2c) and business to business (B2B) services, and includes marketing of service such as tele- communication services, financial services, all types of hospitality. Tourism leisure and entertainment services, car rental services, health care services and professional services and trade services.

Result:

Thus the presentation on green marketing, rural marketing, service marketing are given.

Ex.no:7

Design a presentation on consumer Exploitation - Food products

Aim:

To design a presentation on consumer exploitation of food products.

Procedure:

Consumer exploitation refers to the act of taking advantage of buyers. However, many market giants exploit consumers with malpractices of varying magnitude. Manufacturers make false claims about what a given product does to true consumers into buying it.

1. Selling at higher price – the price charged for the product will not be proportionate to the quality.
2. Product risk – drugs that are hazards, banned or beyond expiry date.
3. Adulteration – this is very common in food items and could prove to be highly injurious to one's health.

Based on the explanation create the presentation in PowerPoint.

Result :

Thus a presentation on consumer Exploitation Food products is designed.