

**Indian Institute of Technology Guwahati**  
**Proposal for a New Course/ Revision of a Course**

Course Number & Title: BM715 & Marketing Theory	
L-T-P-C: 3-0-0-6	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Doctor of Philosophy (Ph.D)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(.). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, .... )</p> <p>Evolution of Marketing Concepts, School of Thoughts in Marketing, Service dominant logic for Marketing, Marketing Ideology, Prospect Theory and Mental Accounting, Heuristics, Biases &amp; Normative Models of Decision Making, Consumer Behavior Analysis, Orientation &amp; Marketing Metrics, Relationship Marketing, Contemporary Issues and Other Dominant Theories.</p>	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".)	
Texts: (Format: Authors, <i>Book Title</i> in <i>Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	Maclaran, P., Stern, B., & Saren, M., <i>The SAGE handbook of marketing theory</i> , Sage, 2009.
2.	Baker, M. J., Brown, A. J., Brownlie, D., Crosier, K., Drayton, J. L., Kennedy, A., ... & Parkinson, S. T., <i>Marketing: Theory &amp; Practice</i> , 3rd Edition, Red Globe Press London, 1995.
3.	
References: (Format: Authors, <i>Book Title</i> in <i>Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

Detailed Course Content (Optional) It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
Total Number of Lectures =		

In case of revision of existing course, Please provide below the details of existing course. <b>EXISTING COURSE</b>	
Course Number, Title, L-T-P-C:	
Pre-Requisite (if any)	