

**ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION**

**LESSON PLAN HOURLY WISE
2018-2019 (Even Semester)**

Subject Name: M4 17 MC 202: MARKETING MANAGEMENT

Semester: II (I BBA C)

Lecture hours: 60

Objective:

- To familiarize the student with basic concepts of marketing and 4p's with special emphasis on upcoming trends in the market..
- To nurture the capacity to translate marketing ideas and concepts into marketing materials.
- To try one's hand at the art of marketing in the context of pricing, positioning and promoting products and services at an auction event.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
Module 1.	Introduction to Marketing and Marketing Environment	10	Lecture, ppts, and Discussions	Question & Answer, Tests
1.	Meaning, nature, importance, scope and functions of marketing approaches to the study of marketing concepts as a business philosophy macro marketing environment.	2	Lecture and Discussions	Question and answer
2.	Demographic, economic, natural, technological, legal, socio cultural (PESTEL) environment micro marketing environment.	2	Lecture and Discussions	Question and answer
3.	The marketing mix, business mix, Suppliers, marketing intermediaries.	2	Lecture and Discussions	Question and answer
4.	Evaluation of marketing in the public sector and not for profit organizations, e.g., charities, non-governmental organizations, so on. Nature and process of market research.	2	Lecture and Discussions	Question and answer
5.	Revision/ Repetition of cases/ Cases/ Examples	2	Questions/ Viva	Test

Module 2	<i>Market Segmentation, Targeting & Positioning</i>	10	Lecture, ppts and Discussions	Question & Answer, Tests
1.	Market research, data gathering techniques and methods of analysis bases for market segmentation. and	2	Lecture and Discussions	Question and answer
2.	The requisites of sound market segmentation strategies of target marketing.	2	Lecture and Discussions	Question and answer
3.	Types of positional strategies brand awareness, brand image, brand value, brand name, brand loyalty,	2	Lecture and Discussions	Question and answer
4	Brand equity brand management strategies	2	Lecture and Discussions	Question and answer
5.	Revision/ Repetition of cases/ Cases/ Examples CIA 1: List the promotion strategy of a sponsoring company	2	Questions/ Viva	Test
Module 3.	Product, Pricing, Promotion and Distribution	12	Lecture, ppts and Discussions	Question & Answer, Tests
1.	Classification of products – product mix decisions (product line, length, width, depth, and consistency) stages of product life cycle.	2	Lecture and Discussions	Question and answer
2.	Strategies to manage the life cycle of a product – process of new product development.	2	Lecture and Discussions	Question and answer
3.	Difference and similarities in the marketing of products, services and experiences.	2	Lecture and Discussions	Question and answer
4	Objectives of pricing – factor influencing pricing policies and strategies.	2		
5	Elements of promotion mix – effecting choice of distribution – steps involved in channel management.	2	Lecture and Discussions	Question and answer
6	Revision/ Repetition of cases/ Cases/ Examples CIA 2: Observe the Distribution Network of a company.	2	Questions/ Viva	Test
Module 4	Consumer Behavior and other forms of Marketing.	12	Lecture, ppts and Discussions	Question & Answer, Tests
1.	Theories of consumer behavior – factors affecting buying decisions.	1	Lecture and Discussions	Question and answer
2.	Types of buying behavior and stages in buying behavior – concepts of social marketing and CSR.	2	Lecture and Discussions	Question and answer

3.	Business to Business (B2B) and business to government (B2G) differs from business to consumer (B2C) marketing.	2	Lecture and Discussions	Question and answer
4.	Consumer marketing , services marketing, direct marketing, interactive marketing and e marketing	2	Lecture and Discussions	Question and answer
5.	Techniques of marketing	1	Lecture and Discussions	Question and answer
6.	Relationship marketing	1	Lecture and Discussions	Question and answer
7.	Not for profit marketing, experiential marketing and post mortem marketing.	2	Lecture and Discussions	Question and answer
9.	Revision/ Repetition of cases/ Cases/ Examples	1	Questions/ Viva	Test
Module 5	Emerging Technologies and Media Marketing	16	Lecture, ppts and Discussions	Question & Answer, Tests
1.	Big Data analytics and their use in the process of marketing – emerging technologies and media.	2	Lecture and Discussions	Question and answer
2.	Marketing can help in predicating customer demand and improving customer experience.	2	Lecture and Discussions	Question and answer
3.	Digital marketing – online marketing, Blogs, Mobile marketing, social media marketing can help monitoring multi channel transactions.	2	Lecture and Discussions	Question and answer
4.	Identifying customer preference	2	Lecture and Discussions	Question and answer
5.	Evaluate marketing communication	2	Lecture and Discussions	Question and answer
6	Viral, guerilla, buzz, and other indirect forms of marketing	2	Lecture and Discussions	Question and answer
7	Explain how emerging technologies and media in marketing can help in promoting marketing sustainability.	2	Lecture and Discussions	Question and answer
8	Marketing ethics.	1	Lecture and Discussions	Question and answer
9	Revision/ Repetition of cases/ Cases/ Examples CIA 3: Find out the promotion tools of online marketing.	1	Questions/ Viva	Test

Books for Reference:

◆ *Kaplan Publishing CIMA Study Text E1 Organisational Management 2015.*

Prepared By:

Dr. P.Muralidharan

Approved By: