

## LESSON PLAN HOURLY WISE

**Subject Name: Marketing Management**

**Subject Code: M115MC202**

**Semester II-BBA**

**Lecture hours: 60**

**Objective:**

1. To familiarize students with basic concepts of marketing and the 4P's with special emphasis on the upcoming trends in the market.
2. To nurture the capacity to translate marketing ideas and concepts into marketing materials.
3. 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
<b>UNIT I</b>	<b>Introduction and Marketing Environment</b>	<b>16</b>		
1.	<b>Marketing:</b> Definition, scope and importance of marketing, Functions of marketing- understanding the market place and consumer needs, marketing offers – marketing concepts, the growth of not-for profit marketing.	6	Lecture, illustrations, discussions	Question and Answer
2.	<b>Marketing Environment:</b> Meaning, Analyzing the needs & trends in the Micro & Macro environment – Marketing Mix - The elements of marketing mix, Monitoring and responding to environmental change using SWOT analysis.	6	Lecture, illustrations, discussions	Reading of recommended material/ watching videos on selected topics and Reflection
3.	<b>Types of Market</b> - Tele Marketing, E-Marketing-Service Marketing, Rural Marketing.	4	Lecture, illustrations, discussions	Question and Answer

<b>UNIT II</b>	<b>Market Segments and Consumer Behavior Analysis</b>	<b>10</b>		
1.	Market Segmentation -Bases for segmenting consumer markets – Approaches to segmentation – Target marketing – Product positioning –	5	Lecture, illustrations, discussions	Question and Answer
2.	Factors influencing buyer Behavior– Buying Decision Process.	2	Lecture, illustrations, discussions, Case Study	Reading of recommended material/ watching videos on selected topics and Reflection
3.	Market targeting strategies -Positioning - Undifferentiated marketing -Concentrated marketing.	3	Lecture and Selected Reading	Question and Answer
<b>UNIT III</b>	<b>Product Strategy and Price Strategy</b>	<b>16</b>		
1.	Product differentiation - Product life cycle strategies and life cycle extensions - New product development process – Product mix -Product line – Analysis - Line modernization – Branding – Building an identity – Brand equity - Brand name decision – Brand building tools – Repositioning – Packaging and labelling.	8	Lecture, illustrations, discussions, case study	Question and Answer
2	Pricing objectives and importance – Factors influencing price –Pricing Methods/Strategies – Product mix pricing – Price wars and reaction to price challenges.	8	Lecture, illustrations, discussions, case study	recommended material/ watching videos on selected topics and Reflection
3.	CIA (Module 1,2,3)			Individual Assignment
<b>UNIT IV</b>	<b>Promotion Strategy</b>	<b>8</b>		

1.	Elements of Promotion Mix - Sales Promotion Tools to consumers and dealers - meaning, nature and functions; limitations. Sales promotion schemes-sample- coupon-price off-premium plan-consumer contests and sweep stakes-POP displays-demonstration-trade fairs and exhibitions	4	Lecture, illustrations, discussions	Question and Answer
2.	Role and importance of Advertising – Advertising - Advertising: functions of advertising; advertising media; different types of media-relative merits and demerits- Agency, Personal selling and sales force management.	4	Lecture, illustrations, discussions	Reading of recommended material/ watching videos on selected topics and Reflection
<b>UNITY</b>	<b>Distribution Strategy</b>	<b>4</b>		
1.	Marketing channel system – Traditional and modern – Factors affecting choice of channel – retail formats- supermarkets, hyper markets, chain stores, department stores, discount stores, margin free markets, electronic retailing. Upcoming trends in Retail Management.	4	Lecture, illustrations, discussions	Question and Answer
3.	CIA (Module 4 & 5)			Individual Assignment
<b>UNITVI</b>	<b>Recent Trends in Marketing</b>	<b>6</b>		
1.	E-Business using the Internet domains B2C, B2B, C2C, C2B –Placing ads and promotion online – Use of blogs as a promotion tool – Telemarketing – Retailing - Niche Marketing - Kiosk marketing - Catalog marketing - Relationship marketing and contextual marketing (concepts only).	6	Lecture, illustrations, discussions	Question and Answer

**Books for Reference:**

- ☞ *Adrian Palmer: Introduction to Marketing, Theory and Practice, Oxford University Press, 2004, New York.*
- ☞ *Armstrong & Kotler: Principles of Marketing, Tenth Edition, Prentice Hall, India.*

☞ *Czinkota & Kotabe: Marketing Management, Second Edition, Thomas South Western, Vikas Publishing House.*

☞ *Kotler Philip: Marketing Management, Eleventh Edition, Pearson*

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Approved By: