

ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS)
DEPARTMENT OF COMMERCE
 TEACHING LESSON PLAN FOR MARKETING MANAGEMENT
B.Com Semester (June 2018 to September 2018)

Subject Objective: To help to understand various concepts in marketing, to make students to apply conceptual skills in Marketing Decision and to expose students to the latest trends in Marketing

Description of learning goals / objectives:

1. *Time/hours required* – 60 hrs
2. *Process* – lecture method, case study references, role playing, visual aid.....
3. *Output* – better understanding of the conceptual framework of the subject
4. *Assessment (CIA)* – Live projects, presentations, interviews, video shoots related to marketing concepts....

Lesson Plan Framework (Module Wise)

| Module/ Module Title / hours | Topics for student Preparation | Procedure | Learning outcome | Assessment |
|--|---|--|--|-----------------------------------|
| Module - 1: <i>Introduction to Marketing</i> 8 Hrs | Definition – Nature – Scope – Importance – Concepts – Functions – Micro and Macro environment – Meaning and difference – Marketing Management – Meaning & functions. | <ul style="list-style-type: none"> • Lecture • Case study analysis | Understanding Market Environment and functions | MCQ, Guess the following, Viva... |
| Module - 2: <i>Market Segmentation, Targeting & Positioning</i> 8 Hrs | Marketing Mix (elements) Basis – Perquisites for sound segmentation – Target marketing strategies – Product positioning, meaning and steps involved | <ul style="list-style-type: none"> • Lecture • Case study analysis | Exploring P's of Marketing mix and segments | MCQ, Guess the following, Viva... |
| Module - 3: <i>Consumer</i> | Meaning of consumer behavior – | <ul style="list-style-type: none"> • Lecture • Case | Understanding Consumer and | MCQ, Guess the following, Viva... |

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| <i>Behavior</i> 8 Hrs | Factors influencing Consumer behavior - Buying decision process and its stages | study analysis | their behavior | |
| Module - 4: <i>Product & Pricing</i> 18 Hrs | Product mix - Product life cycle - New product development - Branding & Packing - Meaning - Types - Advantages and disadvantages - Objective of pricing - Factors influencing pricing decisions - Methods of pricing and pricing strategies. | <ul style="list-style-type: none"> • Lecture • Case study analysis | Understanding methods and aspects related to Product, Packaging and pricing | MCQ, Guess the following, Viva... |
| Module - 5: <i>Channel Of Distribution & Promotion</i> 8 Hrs | Factors affecting choice of channel - Channel design decision - Channel Management. Promotion - Meaning - Promotion mix - Selection of media - Advertisement copy - Evaluation of advertising - Personal selling - Sales Promotion. | <ul style="list-style-type: none"> • Lecture • Case study analysis • Team project | Determining the right channels, best promotion practices and basic technicalities involved with Advertising | MCQ, Guess the following, Viva... |
| Module - 6: <i>Ethical Aspects Of Marketing and Recent Trends</i> 10 Hrs | Marketing Ethics and Consumer Rights - Socially responsible Advertising - Ethics and regulation in Product - Pricing - Packaging and Labelling. E-Business - Tele-Marketing - | <ul style="list-style-type: none"> • Lecture • Case study analysis • Team project | Ethics in marketing | MCQ, Guess the following, Viva... |

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| | M-Business - Relationship marketing - Retailing - concept marketing and virtual marketing (concepts only). | | | |
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LESSON PLAN FRAMEWORK (HOUR-WISE):

Subject Name: Marketing Management

Lecture Hours: 60Hrs

| Sl. No | Title / Topics | No. Of Lecture Hours | Methodology/ Instructional Techniques | Evaluation/ Learning Confirmation |
|-------------------|---|----------------------|---------------------------------------|-----------------------------------|
| Module - 1 | Introduction to Marketing | 8 Hrs | | |
| 1. | Definition - Nature - Scope Functions | 1 | Lecture and illustrations | Question and answer |
| 2. | Importance & Concepts in Marketing | 1 | Lecture and illustrations | Question and answer |
| 3. | Micro and Macro environment | 1 | Lecture and illustrations | Illustrations |
| 4. | Marketing Management | 1 | Lecture and illustrations | Question and answer |
| 5. | Functions - Importance | 1 | Lecture and illustrations | Question and answer |
| 6. | Difference between Micro and Macro environment | 1 | Lecture and illustrations | Question and answer |
| 7. | Revision/repetition of chapter/ Cases/ examples/ Visual-aid | 2 | Questions/viva | Tests |
| Module - 2 | Market Segmentation, Targeting & Positioning | 8 Hrs | | |
| 1. | Marketing Mix (elements) Basis | 2 | Lecture and illustrations | Question and answer |
| 2. | Perquisites for sound segmentation | 1 | Lecture and illustrations | Question and answer |
| 3. | Target marketing strategies | 1 | Lecture and illustrations | Question and answer |
| 4. | Product positioning, meaning and steps involved. | 1 | Lecture and illustrations | Question and answer |
| 5. | STP for companies | 1 | Lecture and illustrations | Question and answer |
| 6. | Revision/repetition of chapter/ Cases/ examples/ Visual-aid | 2 | Questions/viva | Tests |

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|-------------------|---|---------------|---------------------------|---------------------|
| Module - 3 | Consumer Behavior | 8 Hrs | | |
| 1. | Meaning of consumer behavior | 1 | Lecture and illustrations | Question and answer |
| 2. | Factors influencing Consumer behavior | 2 | Lecture and illustrations | Question and answer |
| 3. | Buying decision process and its stages | 2 | Lecture and illustrations | Question and answer |
| 4. | Videos and real statistics about change in consumer behavior towards products | 1 | Lecture and illustrations | Question and answer |
| 5. | Revision/repetition of chapter/ Cases/ examples/ Visual-aid | 2 | Questions/viva | Tests |
| Module - 4 | Product & Pricing | 18 Hrs | | |
| 1. | Product mix | 2 | Lecture and illustrations | Question and answer |
| 2. | Product life cycle | 2 | Lecture and illustrations | Question and answer |
| 3. | New product development | 2 | Lecture and illustrations | Question and answer |
| 4. | Branding & Packing - Meaning | 1 | Lecture and illustrations | Question and answer |
| 5. | Types | 1 | Lecture and illustrations | Question and answer |
| 6. | Advantages and disadvantages of Branding and Packaging | 1 | Lecture and illustrations | Question and answer |
| 7. | Pricing - Objective of pricing | 1 | Lecture and illustrations | Question and answer |
| 8. | Factors influencing pricing decisions | 2 | Lecture and illustrations | Question and answer |

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| 9 | Methods of pricing | 2 | Lecture and illustrations | Question and answer |
| 10 | Pricing strategies | 2 | Lecture and illustrations | Question and answer |
| 11. | Revision/repetition of chapter/ Cases/ examples/ Visual-aid | 2 | Questions/viva | Tests |
| Module - 5 | Channel of Distribution & Promotion | 8 Hrs | | |
| 1. | Factors affecting choice of channel & Channel Management | 1 | Lecture and illustrations | Question and answer |
| 2 | Channel design decision | 1 | Lecture and illustrations | Question and answer |
| 3. | Promotion - Meaning - Features - Importance | 1 | Lecture and illustrations | Question and answer |
| 4. | Promotion mix | 1 | Lecture and illustrations | Question and answer |
| 5. | Selection of media | 1 | Lecture and illustrations | Question and answer |
| 6. | Advertisement copy - Evaluation of advertising | 1 | Lecture and illustrations | Question and answer |
| 7. | Personal selling - Sales Promotion | 1 | Lecture and illustrations | Question and answer |
| 8. | Revision/repetition of chapter/ Cases/ examples/ Visual-aid | 1 | Questions/viva | Tests |
| Module - 6 | Ethical Aspects Of Marketing and Recent Trends | 10 | | |
| 1 | Marketing Ethics | 1 | Lecture and illustrations | Question and answer |
| 2 | Consumer Rights | 1 | Lecture and | Question |

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|------------------------------------|---|--------------|---------------------------|---------------------|
| | | | illustrations | and answer |
| 3 | Socially responsible Advertising | 1 | Lecture and illustrations | Question and answer |
| 4 | Ethics and regulation in Product - Pricing Packaging and Labeling | 2 | Lecture and illustrations | Question and answer |
| 5 | Revision/repetition of chapter/ Cases/ examples/ Visual-aid | 1 | Questions/viva | Tests |
| 6 | E-Business - Tele-Marketing (concepts only) | 1 | Lecture and illustrations | Question and answer |
| 7 | M-Business - Relationship marketing (concepts only) | 1 | Lecture and illustrations | Question and answer |
| 8 | Retailing - concept marketing - virtual marketing (concepts only) | 1 | Lecture and illustrations | Question and answer |
| 9 | Revision/repetition of chapter/ Cases/ examples/ Visual-aid | 1 | Questions/viva | Tests |
| Total Hours for the Subject | | 60hrs | | |

Books for Reference:

1. Armstrong & Kotler: Marketing - An Introduction.
2. C. S. V. Murthy: Business Ethics.
3. J. C. Gandhi: Marketing Management.
4. Philip Kotler: Principles of Marketing.
5. R..S.Davar: Marketing Management.
6. Sherlaker S. A.: Marketing Management.
7. William Stanton: Marketing Management.
8. William Stanton, Michael Etzel, Bruce Walker: Fundamentals of Management.