

St. Joseph's College of Commerce

(Autonomous)

Lesson plan

2017-2018 even semester

IInd Semester BBA (CIMA)

M1 15 202: Marketing Management

Objectives of the subject:

- *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.*

Module wise lesson plan

Units	Hours allotted	Topics	Teaching method	Learning outcome (output)	Assessment
Module 1: Introduction and marketing environment	16	Marketing: 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. Marketing environment: 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. Types of market Tele marketing, e Marketing Service marketing, Rural marketing	Lecture – discussion	To understand and importance functions and basics of a market.	Interactive question and answer sessions in class

<p>Module 2: Market Segments and Consumer Behavior Analysis</p>	<p>10</p>	<p>Market Segmentation Bases for segmenting consumer markets Approaches to segmentation Target marketing Product positioning Factors influencing buyer Behavior Buying Decision Process. Market targeting strategies Positioning Undifferentiated marketing Concentrated marketing.</p>	<p>Lecture – discussion – case studies</p>	<p>To familiarize the students with the different segments in the market</p>	<p>Evaluation through group assignments</p>
<p>Module 3: Product Strategy and Price Strategy</p>	<p>16</p>	<p>Product differentiation Product life cycle strategies and life cycle Extension ns 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. Pricing objectives and importance Factors influencing price Pricing Methods/Strategies Product mix pricing Price wars and reaction to price challenges.</p>	<p>Lecture – discussion</p>	<p>To understand the essentials of pricing, branding and its strategies.</p>	<p>Interactive question and answer session in class, and group activity.</p>

Module 4: Promotion Strategy	8	<p>Elements of Promotion Mix</p> <p>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</p> <p>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..</p>	Lecture – discussion – case study	To understand the various methods of promotion and what advertising stands for in a market place.	Evaluation through group work assignment
Module 5: Distribution Strategy	4	<p>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</p>	Lecture – discussion	To familiarize the students with the various channels of distribution	group activities

<p>Module 6: Recent Trends in Marketing</p>	<p>6</p>	<p>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)</p>	<p>Lecture – discussion</p>	<p>To understand the most recent trends in marketing</p>	<p>group presentations.</p>
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Prepared by:- Dr.Ritty Francis