

LESSON PLAN HOURLY WISE

Subject Name: MARKETING MANAGEMENT

Lecture hours: 60

Objective: To understand the various concepts in marketing and enable students to apply conceptual skills in Marketing Decisions in order to expose the students to the latest trends in Marketing.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instr uctional techniques	Evaluatio n/ learning confirma tion
UNIT I	Introduction to Marketing	8		
1.	Definition – Nature – Scope – Importance	2	Lecture and Examples	Question and Answer
2.	Concepts – Functions	2	Lecture, illustrations, discussions	Question and Answer
3.	Micro and Macro Environment – Meaning and Difference –	2	Lecture and Case Study	Quiz
4.	Marketing Management – Meaning & Functions	2	Lecture and selected Reading	Written Work
UNITII	Market Segmentation, Targeting & Positioning	8		
1.	Marketing Mix (elements) Basis	2	Lecture, illustrations, discussions	Question and Answer
2.	Perquisites for Sound Segmentation	2	Lecture, illustrations,	Question and

			discussions	Answer
3.	Target Marketing Strategies	2	Lecture, illustrations, discussions	Written Work
4.	Product Positioning, Meaning and Steps involved	2	Lecture, illustrations, discussions	Case Study
UNIT III	Consumer Behaviour	8		
1.	Meaning of Consumer Behaviour - Factors Influencing Consumer Behaviour	4	Lecture and Case Study	Case Study
2.	Buying Decision Process and its Stages	3	Lecture, illustrations, discussions	Question and Answer
3.	CIA 1 (Module 1,2,3)	1	MCQs	MCQ Test
UNIT IV	Product & Pricing	18		
1.	Product Mix	2	Lecture and illustrations	Question and Answer
2.	Product Life Cycle	2	Lecture, illustrations, discussions	Question and Answer
3.	New product development	2	Lecture, illustrations, discussions	Question and Answer
4.	Branding & Packing - Meaning - Types - Advantages and Disadvantages -	4	Lecture, illustrations	Question and Answer
5.	Objective of Pricing	2	Lecture,	Question and

			illustrations	Answer
6.	Factors Influencing Pricing Decisions	2	Lecture, illustrations, discussions	Question and Answer
7.	Methods of Pricing and Pricing Strategies	4	Lecture, illustrations, discussions	Question and Answer
UNITV	Channel of Distribution & Promotion	8		
1.	Factors Affecting Choice of Channel - Channel Design Decision - Channel Management	2	Lecture, illustrations, discussions	Question and Answer
2.	Promotion - Meaning - Promotion Mix	1	Lecture, illustrations, discussions	Question and Answer
3.	Selection of Media -Advertisement Copy - Evaluation of Advertising	2	Lecture, illustrations, discussions	Question and Answer
4.	Personal Selling - Sales Promotion	3	Lecture, illustrations, discussions	Case Study
UNITV I	Ethical Aspects and Recent Trends in Marketing	10		
1.	Marketing Ethics and Consumer Rights - Socially Responsible Advertising	3	Lecture and illustrations	Question and Answer
2.	Ethics and Regulation in Product - Pricing - Packaging and Labelling	2	Lecture, illustrations, discussions	Question and Answer
3.	E-Business - Tele-Marketing - M-Business	2	Lecture, illustrations, discussions	Question and Answer

4.	Relationship Marketing - Retailing - Concept Marketing and Virtual Marketing	3	Lecture, illustrations, discussions	Question and Answer
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Prepared By:

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