

**ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS)**  
**DEPARTMENT OF COMMERCE**  
 TEACHING LESSON PLAN FOR MARKETING MANAGEMENT  
 B.Com Prof 5th Semester (June 2017 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)**

<b>Module/ Module Title / hours</b>	<b>Topics for student Preparation</b>	<b>Procedure</b>	<b>Learning outcome</b>	<b>Assessment</b>
<b>Module - 1:</b> <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"> <li>• Lecture</li> <li>• Case study analysis</li> </ul>	Understanding Market Environment and functions	MCQ, Guess the following, Viva...
<b>Module - 2:</b> <i>Market Segmentation, Targeting &amp; 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"> <li>• Lecture</li> <li>• Case study analysis</li> </ul>	Exploring P's of Marketing mix and segments	MCQ, Guess the following, Viva...
<b>Module - 3:</b> <i>Consumer</i>	Meaning of consumer behavior –	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case</li> </ul>	Understanding Consumer and	MCQ, Guess the following, Viva...

<i>Behavior</i> 8 Hrs	Factors influencing Consumer behavior - Buying decision process and its stages	study analysis	their behavior	
<b>Module - 4:</b> <i>Product &amp; 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"> <li>• Lecture</li> <li>• Case study analysis</li> </ul>	Understanding methods and aspects related to Product, Packaging and pricing	MCQ, Guess the following, Viva...
<b>Module - 5:</b> <i>Channel Of Distribution &amp; 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"> <li>• Lecture</li> <li>• Case study analysis</li> <li>• Team project</li> </ul>	Determining the right channels, best promotion practices and basic technicalities involved with Advertising	MCQ, Guess the following, Viva...
<b>Module - 6:</b> <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"> <li>• Lecture</li> <li>• Case study analysis</li> <li>• Team project</li> </ul>	Ethics in marketing	MCQ, Guess the following, Viva...

	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
<b>Module - 1</b>	<b>Introduction to Marketing</b>	<b>8 Hrs</b>		
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
<b>Module - 2</b>	<b>Market Segmentation, Targeting &amp; Positioning</b>	<b>8 Hrs</b>		
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

<b>Module - 3</b>	<b>Consumer Behavior</b>	<b>8 Hrs</b>		
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
<b>Module - 4</b>	<b>Product &amp; Pricing</b>	<b>18 Hrs</b>		
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

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
<b>Module - 5</b>	<b>Channel of Distribution &amp; Promotion</b>	<b>8 Hrs</b>		
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
<b>Module - 6</b>	<b>Ethical Aspects Of Marketing and Recent Trends</b>	<b>10</b>		
1	Marketing Ethics	1	Lecture and illustrations	Question and answer
2	Consumer Rights	1	Lecture and	Question

			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
<b>Total Hours for the Subject</b>		<b>60hrs</b>		

**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.