

**St. Joseph's College of Commerce**  
**(Autonomous)**



**Lesson plan**  
**2016-2017 even semester**  
**M1 15 202: Marketing Management**

**Prepared by:**

**Dr Lily David**

**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**

<i>Unit/ Session/ hours (time required)</i>	<i>Topics for student Preparation (input)</i>	<i>Procedure (process)</i>	<i>Learning outcome (output)</i>	<i>Assessment</i>
<b>Module 1: Introduction and marketing environment</b>	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,	Lecture – discussion –, examples videos	To understand and importance functions and basics of a market.	Evaluation through interactive question and answer sessions in class

	Rural marketing			
<b>Module 2: Market Segments and Consumer Behavior Analysis</b>	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.	Lecture – discussion – case study, videos	To familiarize the students with the different segments in the market	Evaluation through group assignments
<b>Module 3: Product Strategy and Price Strategy</b>	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	Lecture – discussion, videos	To understand the essentials of pricing, branding and its strategies.	Evaluation through interactive question and answer session in class, and group work.

	Price wars and reaction to price challenges.			
<b>Module 4: Promotion Strategy</b>	<p>Elements of Promotion Mix</p> <p>Sales Promotion Tools to consumers and dealers meaning, nature and functions; limitations. Sales promotion schemes</p> <p>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</p> <p>Advertising Advertising: functions of advertising; advertising media; different types of media relative merits and demerits</p> <p>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 assignments
<b>Module 5: Distribution Strategy</b>	<p>Marketing channel system</p> <p>Traditional and modern</p> <p>Factors affecting choice of channel</p> <p>retail formats supermarkets, hyper markets, chain stores, department stores, discount stores,</p>	Lecture – discussion, videos	To familiarize the students with the various channels of distribution	Evaluation through group work.

	margin free markets, electronic retailing. Upcoming trends in Retail Management.			
<b>Module 6: Recent Trends in Marketing</b>	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)	Lecture – discussion	To understand the most recent trends in marketing	Evaluation through group presentations.

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### Unit wise lesson plan

<i>Sl no.</i>	<i>Unit &amp; objectives</i>	<i>No.of lh</i>	<i>Teaching methodology</i>	<i>Evauluation</i>
<b>1.</b>	<b>Introduction and Marketing Environment</b> To understand and importance functions and basics of a market.	<b>16</b>	<b>Lecture using videos examples and discussions</b>	<b>Question and answer sessions</b>
	definition, scope and importance of marketing,	2	Lecture & discussion	
	Functions of marketing Understanding the market place and	2	Lecture & discussion	

	Consumer needs, marketing offers			
	Marketing concepts, the Growth of not For profit marketing	2	Lecture & discussion	
	Marketing environment: meaning, analyzing the needs & trends In the micro & macro environment	3	Lecture & discussion	
	Marketing mix The Elements of marketing mix, monitoring and responding to Environmental change	3	Lecture & discussion	
	Types of market	1	Lecture & discussion	
	Tele marketing, e Marketing	1	Lecture & discussion	
	Service marketing, Rural marketing	1	Lecture & discussion	
	Revision and doubts	1	Discussion	
<b>2.</b>	<b>Market Segments and Consumer Behavior Analysis</b> To familiarize the students with the different segments in the market	<b>10</b>	<b>Lecture, videos, examples and discussions</b>	<b>Group assignments and tests</b>
	Market Segmentation	1	Lecture & discussion	
	Bases for segmenting consumer markets	1	Lecture & discussion	
	Approaches to segmentation	1	Lecture & discussion	
	Target marketing	1	Lecture & discussion	
	Product positioning	1	Lecture & discussion	
	Factors influencing buyer Behavior Buying Decision Process	2	Lecture & discussion	
	Market targeting strategies Positioning	1	Lecture & discussion	

	Undifferentiated marketing Concentrated marketing.	1	Lecture & discussion	
	Revision and Doubts	1	Lecture & discussion	
<b>3.</b>	<b>Product Strategy and Price Strategy:</b> To understand the essentials of pricing, branding and its strategies.	<b>16</b>	<b>Lecture, videos, examples and discussions</b>	<b>Group work</b>
	Introduction- Product differentiation Product mix	1	Lecture & discussion	
	Product life cycle strategies and life cycle Extension	2	Lecture & discussion	
	New product development process	1	Lecture & discussion	
	Product line Analysis & Line modernization	1	Lecture & discussion	
	Branding Building an identity	1	Lecture & discussion	
	Brand equity	1	Lecture & discussion	
	Brand name decision	1	Lecture & discussion	
	Brand building tools	1	Lecture & discussion	
	Repositioning Packaging and labelling	1	Lecture & discussion	
	Pricing objectives and importance	1	Lecture & discussion	
	Factors influencing price Pricing	1	Lecture & discussion	
	Methods/Strategies Product mix pricing	2	Lecture & discussion	
	Price wars and reaction to price challenges	1	Lecture & discussion	
	Revision	1	Discussion	

<b>4.</b>	<b>Promotion Strategy:</b> To understand the various methods of promotion and what advertising stands for in a market place.	<b>8</b>	<b>Lecture,videos, examples and discussions</b>	<b>Group Assignments</b>
	Elements of Promotion Mix	1	Lecture & discussion	
	Sales Promotion Tools to consumers and dealers	1	Lecture & discussion	
	meaning, nature and functions; limitations	1	Lecture & discussion	
	Sales promotion schemes Sample, coupon, price off premium plan, consumer contests and sweep stakes	2	Lecture & discussion	
	POP displays Demonstration trade fairs and exhibitions	1	Lecture & discussion	
	Role and importance of Advertising , functions of advertising; advertising media and its types	1	Lecture & discussion	
	Relative merits and demerits Agency, Personal selling and sales force management.	1	Lecture & discussion	
<b>5.</b>	<b>Distribution Strategy</b> To familiarize the students with the various channels of distribution	<b>4</b>	<b>Lecture,videos, examples and discussions</b>	<b>Group Work</b>
	Marketing channel system Traditional and modern Factors affecting choice of channel	1	Lecture & discussion	
	Retail formats supermarkets, hyper markets, chain stores, department stores, discount stores, margin free markets, electronic retailing.	2	Lecture & discussion	
	Upcoming trends in Retail Management.	1	Lecture & discussion	
<b>6.</b>	<b>Module 6: Recent Trends in</b> To understand the most recent trends in marketing	<b>6</b>	<b>Lecture , videos examples and discussions</b>	<b>Group Work</b>



	E Business using the Internet domains B2C, B2B, C2C, C2B	2	Lecture & discussion	
	Placing ads and promotion online Use of blogs as a promotion tool	1	Lecture & discussion	
	Telemarketing Retailing Niche Marketing Kiosk marketin	1	Lecture & discussion	
	Catalog marketing Relationship marketing and contextual marketing (concepts only)	1	Lecture & discussion	
	Revision and Summary	1		

Probable CIA Dates: Right through the semester on a continuous basis.

CIA Evaluation Method:

Class will be divided into 8 groups. Right through the semester small assignments will be given, either to be done as a group of 8 or groups of 2 or 4 within that group. Each assignment will be evaluated on 10 marks, and later brought down to 10 marks on the whole.

Nature of handouts: Notes on topics in the syllabus.

Syllabus First Midterm test: First 3 units