

OBE based Teaching Lesson Plan 2019-20

Program: BBA CIMA

Course Name: MARKETING MANAGEMENT

Course Code: M4 17 MC 202:

Semester: II

Lecture hours: 60

Faculty in-charge: Dr. Soney Mathews / Dr.P.Muralidharan

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Explain the Role of Marketing manager in devising Marketing Mix of a hypothetical business organization in the present state of affairs.	T2
CO2.	Apply appropriate market segmentation, Targeting and positioning strategy in the context of Branding.	T3
CO3.	Select appropriate Product, Pricing, Promotion and distribution Strategy in accordance with the demand of the situation.	T5
CO4.	Evaluate the buying behavior of consumer in the context of different forms of Marketing	T5
CO5.	Examine the applicability and implications of emerging technologies and media in marketing	T3

Module No. & Topics Covered	Course Outcome	No. of Lectures	Pre-Class Activity	Instructional techniques	Assessment	T level
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	ome No.	Hours				
<p>Module1- Introduction to Marketing and Marketing Environment</p> <p>Meaning,nature,importance,scope and functions of marketing approaches to the study of marketing concept as a business philosophy macro marketing environment, - demographic, economic,natural,technological, legal,sociocultural(PE STEL) environment micromarketing environment -the marketing mix, business mix,suppliers,marketing intermediaries. Evaluation of marketing in the public sector and not for profit organizations, e.g., charities, non-governmental organizations, so on. Nature and process of market research.</p>	CO1	10	Video on Marketing Management.	Lecture Discussion Case Study Analysis.	Concept based case building, Descriptive Test, MCQ	T2
<p>Module2- Market Segmentation, Targeting and Positioning</p> <p>Market research, data gathering techniques and methods of analysis bases for market segmentation and the requisites of sound market segmentation</p>	CO2	10	Discussion on strategic plans to attract potential customers	Lecture Discussion Case Study Analysis.	Concept based case building, Descriptive Test, MCQ	T3

strategies of target marketing types of positional strategies brand awareness, brand image, brand value, brand name, brand loyalty and brand equity brand management strategies.						
<p>Module3- Product,Pricing, PromotionandDistribution</p> <p>Classification of products - product mix decisions (product line,length,width,dept hand consistency) stages of product life cycle-strategies to manage the life cycle of a product -process of new product development - difference and similarities in the marketing of products, services and experiences - objectives of pricing - factors influencing pricing policies and strategies -elements of promotion mix-effecting choice of distribution - steps involved in channel management.</p>	CO3	12	Discussion on 4 P's / Case Study	Lecture Discussion Case Study Analysis.	Concept based case building, Descriptive Test, MCQ	T5
<p>Module4- ConsumerBehaviour and other forms of Marketing</p> <p>Theories of consumer behaviour- factors affecting buying decisions, types of buying behavior and stages in buying behavior- concept of social marketing and</p>	CO4	12	Discussion on Consumer Behaviour / Case Study	Lecture Discussion Case Study Analysis.	Concept based case building, Descriptive Test, MCQ	T5

<p>CSR- business to business(B2B)and business to government(B2G) differs from business to consumer(B2C)marketing in its different forms (consumer marketing, servicesmarketing,direct marketing, interactive marketing and emarketing)-techniques of marketing - relationship marketing, not for profit marketing, experiential marketing and post-mortem marketing.</p>						
<p>Module5- EmergingTechnologies and Media in Marketing Big Data analytics and their use in the process of marketing -emerging technologies and media in marketing can help in predicting customer demand and improving customer experience -Digital Marketing: Online marketing, Blogs, Mobile Marketing, Social Media Marketing - explain how emerging technologies and media in marketing can help in monitoring multichannel transactions and identifying customer preferences- evaluate marketing communications, including, viral, guerilla, buzz and other indirect forms</p>	<p>CO5</p>	<p>16</p>	<p>Discussion on Emerging Technologies / Case Study</p>	<p>Lecture Discussion Case Study Analysis.</p>	<p>Concept based case building, Descriptive Test, MCQ</p>	<p>T3</p>

of marketing- explain how emerging technologies and media in marketing can help in promoting marketing sustainability and ethics.						
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Continuous Internal Assessment –

SI No	Nature of CIA Evaluation	Probable dates
1	Visit any website and list the promotion strategy of a sponsoring company.	2 nd December 2019
2	Draw a Product Life Cycle with regard to a particular product of a company and observe its extension.	19 th February 2020

Books for Reference:

- *Kaplan Publishing CIMA Study Text E1 Organisational Management 2015.*

Approved by: