

OBE based Teaching Lesson Plan 2019-20

Program: BBA (Regular)

Course Name: Marketing Management

Course Code: MI 15 MC 202

Semester: II Semester

Lecture hours: 60 Hours

Faculty in-charge: Dr Soney Mathews and Ms. Rini Steven

| Course Outcome No. | Course Outcomes | T level Indicator |
|---------------------------|---|--------------------------|
| CO1 | Describe the Role of Marketing manager in devising Marketing Mix in the present state of affairs. | T2 |
| CO2 | Analyse Consumer behavior that leads to appropriate market targeting Strategy. | T4 |
| CO3 | Show Product and Pricing Strategy in accordance with the demand of the situation. | T3 |
| CO4 | Devise an appropriate Promotional Mix. | T5 |
| CO5 | Design the appropriate Channel of Distribution Strategy. | T5 |
| CO6 | Illustrate the Recent Trends in marketing. | T3 |

| Module No. & Topics Covered | Course Outcome No. | No. of Lecture Hours | Pre-Class Activity | Instructional techniques | Assessment | T level |
|--|---------------------------|-----------------------------|---|-------------------------------------|---------------------------------|----------------|
| Module 1 - Introduction and Marketing Environment Marketing: Definition, scope and importance of marketing, Functions of marketing- | CO1 | 16 | Reading of recommended material/Article/ watching videos on | Lecture, illustrations, discussions | Discussion, Questions & Answers | T2 |

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| <p>understanding the market place and consumer needs, marketing offers - marketing concepts, the growth of not-for profit marketing.</p> <p>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.</p> <p>Types of Market - Tele Marketing, E-Marketing-Service Marketing, Rural Marketing.</p> | | | selected topics | | | |
| <p>Module 2 - Market Segments and Consumer Behavior Analysis</p> <p>Market Segmentation - Bases for segmenting consumer markets - Approaches to segmentation - Target marketing - Product positioning - Factors influencing buyer Behavior- Buying Decision Process.</p> | CO2 | 10 Hrs | Reading of recommended material/Article/ watching videos on selected topics | Lecture, illustrations, discussions | Case study analysis and discussion | T4 |
| <p>Module 3 - Product Strategy and Price Strategy</p> <p>Product differentiation - Product life cycle strategies and life cycle extensions - New product development process - Product mix -Product line - Analysis - Line modernization - Branding - Building an identity - Brand equity - Brand name decision - Brand building tools - Repositioning -</p> | CO3 | 16 Hrs | Reading of recommended material/Article/ watching videos on selected topics | Lecture, illustrations, discussions | Assignment and Presentation | T3 |

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| <p>Packaging and labelling.</p> <p>Pricing objectives and importance - Factors influencing price - Pricing Methods/Strategies - Product mix pricing - Price wars and reaction to price challenges.</p> | | | | | | |
| <p>Module 4 - Promotion Strategy</p> <p>Elements of Promotion Mix - 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> | CO4 | 8 Hrs | Reading of recommended material/Article/ watching videos on selected topics | Lecture, illustrations, discussions | Assignment and Presentation | T5 |
| <p>Module 5 - Distribution Strategy</p> <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> | CO5 | 4 Hrs | Reading of recommended material/Article/ watching videos on selected topics | Lecture, illustrations, discussions | Assignment | T5 |
| <p>Module 6 - Recent Trends in Marketing</p> <p>E-Business using the Internet domains B2C, B2B, C2C, C2B - Placing</p> | CO5 | 6 Hrs | Reading of recommended material/Article/ watching | Lecture, illustrations, discussions | Online quiz and case study | T3 |

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| 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). | | | videos on selected topics | | |
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Continuous Internal Assessment

- Power point presentation in class on the given topic.
- Case study analysis
- MCQs and Quiz
- Class test

Books for Reference:

- Adrian Palmer: Introduction to Marketing, Theory and Practice, Oxford University Press, 2004, New York.
- √ Armstrong & Kotler: Principles of Marketing, Tenth Edition, Prentice Hall, India.
- √ Czinkota & Kotabe: Marketing Management, Second Edition, Thomas South Western, Vikas Publishing House.
- √ Kotler Philip: Marketing Management, Eleventh Edition, Pearson

Approved by: