

OBE based Teaching Lesson Plan 2019-20

Program: BBA -Entrepreneurship

Course Name: Marketing Management

Course Code: M3 17 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	CO1	16	Reading of recommended material/Article/ watching	Lecture, illustrations, discussions	Discussion, Questions & Answers	T2

<p>marketing, Functions of marketing- 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>			videos on 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</p>	CO3	16 Hrs	Reading of recommended material/Article/ watching videos on selected topics	Lecture, illustrations, discussions	Assignment and Presentation	T3

<p>building tools - Repositioning - 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</p>	CO5	6 Hrs	Reading of recommended	Lecture, illustrations, discussions	Online quiz and case study	T3

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).			material/Article/ watching 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: