



**Lesson Plan**

**Program:** BBA **Semester:** II **Course Code:** BBA-204 **Course Name:** Marketing Management

**Course Objective:** The objective of this course is to develop effective marketing skills among the students.

**Session Duration:** 60 minutes

**Participants:** BBA 1<sup>st</sup> Year Students

**Entry level knowledge and skills of students**

- i. Fundamentals Of Management

**Equipment required in Classroom/ Laboratory/ Workshop**

- i. Not required any equipment

**Assessment Schemes**

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

**Course Outcomes** (starting with action-oriented observable and measurable verb)

**(CO1):** Gaining Knowledge of basic concept of marketing management

**(CO2):** Understand & apply the knowledge of segmentation concept & strategies

**(CO3):** Developing effective marketing- mix strategies for organization

**(CO4):** Understand & analyse about market research and its importance

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with
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							Date
<b>Unit - 1</b>							
	Marketing	Definition, nature,		Lecture	1		
	Marketing	scope & importance		Lecture	1		
	Marketing Management	Definition, Characteristics & Types		Lecture	1		
	Core concepts of marketing	selling concept, production concept		Lecture	1		
	Core concepts of marketing	modern marketing concept		Lecture	1		
	Core concepts of marketing	Social marketing		Lecture	1		
	Understanding of Consumer Behavior	Definition, Characteristics		Lecture	1		
	Purchase decision Process	Process & factor affecting		Lecture	1		
<b>Unit - 2</b>							
	Segmentation	Concept, basis of segmentation		Lecture	2		
	Segmentation	Types & Importance in marketing		Lecture	2		
	Targeting	Concept		Lecture	2		
	Targeting	Types & Importance in marketing		Lecture	2		
	Positioning	Concept		Lecture	2		
	Positioning	Types & Importance in marketing		Lecture	2		
	Brand positioning	Concept		Lecture	2		
	Repositioning	Concept		Lecture	2		
<b>Unit - 3</b>							



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	Marketing Mix	Concept: 4P & 7P		Lecture	2		
	Product	Product Mix		Lecture	2		
	Product	New Product development levels of Product		Lecture	2		
	Product	Product life cycle		Lecture	2		
	Branding and packaging	Concept		Lecture	3		
	Distribution	Concept		Lecture	3		
	Distribution	Importance,		Lecture	3		
	Distribution	different types of distribution channels		Lecture	3		
<b>Unit - 4</b>							
	Price	Meaning, objective		Lecture	3		
	Price	factors influencing pricing		Lecture	3		
	Price	methods of pricing		Lecture	3		
	Promotion	Promotional mix		Lecture	3		
	Promotion	Tool		Lecture	3		
	Promotion	Objective		Lecture	3		
	Promotion	media selection & management		Lecture	3		
	Promotion	Social-Media Marketing		Lecture	3		
	Marketing Research	Definition & Importance,		Lecture	4		
	Marketing Research	Process		Lecture	4		
	Marketing Research	Elementary knowledge of Information system		Lecture	4		
	Marketing Research	green marketing		Lecture	4		
	Digital Marketing	Concept		Lecture	4		
	Service	Concept		Lecture	4		



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	Marketing						
<b>Revision</b>							
	Unit 1	Question Paper		Discussion	1		
	Unit 2	Question Paper		Discussion	2		
	Unit 2	Question Paper		Discussion	2		
	Unit 3	Question Paper		Discussion	3		
	Unit 3	Question Paper		Discussion	3		
	Unit 4	Question Paper		Discussion	4		
	Unit 5	Question Paper		Discussion	4		
	Unit 5	Question Paper		Discussion	4		

**Text Books:** Marketing Mgt.; Philip Kotlar (PHI)

**Reference Books:** 1. Marketing Management; Ramaswamy V.S. & NamaKumar . S

2. Marketing Management ; Rajan Saxena

**Journals: 4Ps**

**Electronic Database: E-Books**



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