



Lesson Plan

Program:B.COM**Year:** III **Course Code:**C-303**Course Name:** Principles of Marketing

Course Objectives

- (CO1):** To help students understand the concept of marketing and its applications.
- (CO2):**To provide basic understandings of Consumer Behavior and market Segmentation
- (CO3):**Develop the understanding about the product and price aspect of marketing.
- (CO4):**Understand the concept / fundamentals of distributions channels & Optimum Promotion mix
- (CO5):**To promote basic understanding on the concepts of International Marketing

Session Duration: 60 minutes

Participants:B.Com Students (3rd year)

Entry level knowledge and skills of students

- i. Basic Concept\Meaning of Marketing

Equipment required in Classroom/ Laboratory/ Workshop

- i. Smart Board
- ii. Computer System.
- iii. Marker & Duster.

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	100

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

- (CO1):** Understood the concept of marketing and its applications.
- (CO2):** Understood the concept of Consumer Behavior and market Segmentation
- (CO3):** Developed the understanding about the product and price aspect of marketing.
- (CO4):**Knowledge of concept / fundamentals of distributions channels & Optimum Promotion mix
- (CO5):** Develop understanding on the concept of International Marketing

L. No .	Topics	Sub Topics	Date of imple ntation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Introduction of Marketing	Nature and scope of		Lecture	CO1		



		marketing					
2.	Introduction of Marketing	Importance of marketing as a business function and in the economy		Lecture + Case	CO1		
3.	Marketing concept	Traditional and modern		Lecture + GD	CO1		
4.	Marketing concept	Selling vs. marketing		Lecture + Case	CO1		
5.	Marketing mix	Concept & 4Ps		Lecture	CO1		
6.	Marketing mix	4Ps Vs 7Ps		Lecture + Demo	CO1		
7.	Marketing environment	Concept, Significance		Lecture	CO1		
8.	Marketing environment	Factors/Determinants		Lecture + GD	CO1		
Unit - 2							
9.	Consumer Behavior	Nature, Scope		Lecture + Role Play	CO2		
10.	Consumer Behavior	significance		Lecture + Role Play	CO2		
11.	Consumer Behavior	Factors		Lecture + Role Play	CO2		
12.	market Segmentation	concept and importance		Lecture	CO2		
13.	market Segmentation	Basis\ Determinants		Lecture + Case	CO2		
14.	market Segmentation	Basis\ Determinants		Lecture + Case	CO2		
15.	Case Study	Case Study		Case-Presentation	CO2		



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16.	Case Study	Case Study		Case- Presentatio n	CO2		
Unit - 3							
17.	Product	Concept of product, Type s		Lecture	CO3		
18.	Product	Product planning and development		Lecture +GD	CO3		
19.	Packaging.	Role and Functions		Lecture	CO3		
20.	Branding	Brand name and trade market		Lecture + Case	CO3		
21.	Branding	After sales service		Lecture + Case	CO3		
22.	Product life cycle	concept		Lecture	CO3		
23.	Price	Importance & Factors		Lecture	CO3		
24.	Price	Discounts and rebates.		Lecture	CO3		
Unit - 4							
25.	Distributio n channels and physical Distribution	Concept and role		Lecture	CO4		
26.	Distributio n channels	Types		Lecture + GD	CO4		
27.	Distributio n channels	Factors		Lecture + Case	CO4		
28.	Distributio n channels	Retailer and wholesaler		Lecture + GD	CO4		
29.	Promotion	Methods of promotion		Lecture	CO4		
30.	Promotion	Optimum Promotion mix		Lecture	CO4		



31.	Advertising media	merits and limitation, Characteristics		Lecture	CO4		
32.	Personal Selling	Personal Selling as a career		Lecture + Case	CO4		
Unit - 5							
33.	International Marketing	Nature, Definition		Lecture	CO5		
34.	International Marketing	Scope		Lecture + GD	CO5		
35.	International Marketing	Domestic marketing vs. international marketing		Lecture + Case	CO5		
36.	International Marketing	Domestic marketing vs. international marketing		Lecture + Case	CO5		
37.	International marketing environment	Concept and external and internal Factors		Lecture + GD	CO5		
38.	Identifying and selecting foreign market	Concept & Role of Foreign Market		Lecture	CO5		
39.	Identifying and selecting foreign market	Foreign market entry mode decisions		Lecture	CO5		
40.	Case Study	Case Study		Case-Presentation	CO5		
Revision							
41.	Unit 1	Question paper		Group Discussion			
42.	Unit 1	Question paper		Group Discussion			
43.	Unit 2	Question paper		Group Discussion			
44.	Unit 2	Question		Group			



		paper		Discussion			
45.	Unit 3	Question paper		Group Discussion			
46.	Unit 3	Question paper		Group Discussion			
47.	Unit 4	Question paper		Group Discussion			
48.	Unit 5	Question paper		Group Discussion			

Text Books:

- MLA. Kotler, Philip. Principles of Marketing. Englewood Cliffs, N.J. :Prentice Hall,
- Situn Krushna Sahu, Sunil Kumar Pradhan, Marketing Management: An Indian Prospective: Educreation Publishing

Reference Books:

- Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
- O’Guinn,T. and Allen, C. (2012), Advertising Management with Integrated Brand Promotion, 1st Edition, Cengage Learning, New Delhi.
- Shah, Kruti and D’Souza, Alan (2014) Advertising and Promotions” An IMC Perspective, Ist Edition,Tata McGraw Hill , New Delhi
- Aaker, David (2002), Managing Brand Equity, Prentice Hall of India.
- Batra Rajiv,Myer G.John,Aakar A.David (2016), Advertising management,5/e Pearson Education
- Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.

Journals:

- Tony Meenaghan , (1995);The role of advertising in brand imagedevelopment;, Journal of Product & Brand Management, Vol. 4 Issue: 4, pp.23-34, ISSN: 1061-0421
- “The Effect of Advertising and Sales Promotions on Brand Equity”, Isabel Buil, Paper accepted by the 6th Thought Leaders in Brand Management International Conference
- Uppal, R.K. (2008), “Customer Service in Banks at Crossroads: An Empirical Analysis”, DIAS Technology Review, Vol. 6, No. 2, pp. 30-38

Electronic Database:

- e-book on Advertising Management (www.eiilmuniversity.ac.in)



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- Journal of Brand Management, ISSN: 1350-231X (print version), ISSN: 1479-1803 (electronic version) Advertising Age, U.K. publications (adage.com)
- <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>