

Lecture Plan

Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa

Name of Faculty: Ms. Pritam S. Naik

Subject: Marketing Management

Paper code:CBM-201

Program: S.Y.B.Com

Division: Management

Academic year: 2024-25

Semester: III

Total Lectures: 60

Course Objectives:

1. To acquaint the students with various concepts of marketing management.
2. To familiarise the students with elements marketing mix.
3. To enable students to understand buyer behaviour and market intelligence.
4. To develop the basic skills required to make career in marketing.

Expected Course Outcome: the learners will be able to:

1. Understand and explain the key concepts of marketing.
2. Identify the different components of marketing mix.
3. Analyse and identify factors influencing buyer behaviour.
4. Develop basic knowledge and skills required for marketing

Student Learning Outcome: the learners will be able to:

1. Understand and explain the key concepts of marketing.
2. Identify the different components of marketing mix.
3. Analyse and identify factors influencing buyer behaviour.
4. Develop basic knowledge and skills required for marketing.

Month	Lecture From To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
June	29/06/2024 and 30/06/2024	01	Unit 1: Introduction to Marketing Management Concept of market, marketing			<ol style="list-style-type: none"> 1. Chandrasekar, K. S. (2012). Marketing Management: Text and Cases (First ed.). Tata McGraw Hill Education. 2. Gupta, S. (2022). Digital Marketing (Third ed.). McGraw Hill. 3. Karunakaran, K. (2011). Marketing Management (First ed.). Himalaya Publishing House
July	1/07/2024 to 23/07/2024	14	Marketing management; marketing process-scope, functions and importance; Basics of Marketing mix (7P's and 7C's); Concept of Market segmentation, marketing v/s selling; Recent trends in marketing; Methods of marketing - viral marketing, W-o-M marketing, digital marketing, social media marketing, experiential marketing, omnichannel marketing.			

July	24/07/2024 to 31/07/2024	4	Unit 2: Product and Pricing Decisions Product: meaning, classification of products – consumer and industrial products; Product Life Cycle;			1. Chandrasekar, K. S. (2012). Marketing Management: Text and Cases (First ed.). Tata McGraw Hill Education.
August	1/08/2024 to 20/08/2024	11	New Product Development process; Branding - concept and strategies; Product Positioning strategies; Packaging - Meaning and essentials; Labelling - Meaning and importance. Pricing: Meaning, objectives and factors influencing pricing decisions; pricing strategies - premium, skimming, economy, penetration, psychological			2. Gupta, S. (2022). Digital Marketing (Third ed.). Karunakaran, K.
August	21/08/2024 to 31/08/2025	6	Unit 3: Place and Promotion Decisions Physical distribution: Meaning and process of distribution; Channels of distribution: Meaning, channel levels and factors influencing choice of channels			1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2009). Marketing Management: South Asian Perspective (Thirteenth ed.). Pearson Education.
September	1/09/2024 to 23/09/2024	9	Promotion: Meaning, Tools of promotion - advertising, sales promotion, public relations, personal selling, direct marketing			2. Malhotra, N. K., & Das, S. (2019). Marketing Research. Pearson Education.
September	24/09/2024 to 30/09/2024	4	Unit 4: Buyer Behaviour Buyer behaviour: Meaning, factors influencing buyer behaviour. Meaning of Consumer; Consumer centric marketing management framework			1. Gupta, S. (2022). Digital Marketing (Third ed.). Karunakaran, K.

October	1/10/2024 to 22/10/2024	12	- Four A's of marketing; Consumer markets (B2C) V/S Business markets (B2B); Meaning of Customer Lifetime Value (CLV); Market intelligence – Meaning and use of Market Information System; Marketing research - meaning, Process of marketing research (in brief), Areas of Marketing research (in brief)			2. Malhotra, N. K., & Das, S. (2019). Marketing Research. Pearson Education.
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*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
Practical	
Project	
Semester End Exam	80

Ms. Pritam S. Naik
Assistant Professor in Commerce