

Lecture Plan							
Name of the college: Government College of Arts, Science and Commerce, Sanquelim – Goa.							
Name of Faculty: Prashant V Bhonsle				Subject: Marketing Management			
Paper code: CBM-201				Program: S.Y.B.Com		Division:	
Academic year: 2025- 2026				Semester: III		Total Lectures: 65	
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 students will be able to understand and explain the key concepts of marketing, Identify the different components of marketing mix, Analyse and identify factors influencing buyer behaviour And Develop basic knowledge and skills required for marketing							
Student Learning Outcome: The students will be able to understand and explain the key concepts of marketing, identify the different components of marketing mix, Analyse and identify factors influencing buyer behaviour And Develop basic knowledge and skills required for marketing.							
Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
JUNE	20 TH JUNE	21 ST JUNE	-	YOGA DAY			

	23 rd June	30 th June	05	Unit 1: Introduction to Marketing Management Brief introduction of subject and syllabus to be given, Concept of market, marketing – meaning, process, and functions		Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan
JULY	1 st July	5 th July	04	Importance of marketing. Scope, marketing management. Marketing vs selling		Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler
	7 th July	12 th July	04	Marketing mix – meaning, (7C's & 7P's of Marketing) Market segmentation, methods of marketing- Viral Marketing	Assignment on Social Media Marketing	Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in

							Indian Context) by Dr. K. Karuna Karan
	14 th July	19 th July	04	methods of marketing- W-o-M marketing, digital marketing, social media marketing, experiential marketing, omnichannel marketing. Recent Trends in Marketing.	Homework on Recent Trends in Marketing	Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler
	21 st July	26 th July	04	UNIT II – PRODUCT AND PRICING DECISIONS Product- Meaning and classification of products		Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan
	28 th July	31 st July	04	Product life cycle, new product development process, brand concept		Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by

							R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler
August	1 st August	9 th August	04	Branding strategies, Product positioning strategies, packaging – meaning & essentials, Labelling- meaning & importance. 1 ST ISA – ASSIGNMENT		Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan
	11 th August	16 th August	04	Pricing- meaning, objectives, factors, pricing strategies- premium, skimming, economy, penetration and psychological	Bata's Pricing Strategy	Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler
	18 th August	23 rd August	04	Unit III – Place and Promotion Decisions		Smart Board & Green Board	Introduction to Marketing by N.G.Kale,

				Physical distribution: Meaning and process of distribution & Revision			Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan
	25 th August	30 th August	01	Channels of distribution.	Channels used for marketing cars & FMCG	Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan
September	1 st September	6 th September	03	Channel level and Factors		Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler

	8 th September	13 th September	04	Promotion- meaning, tools of promotion. 2 ND ISA – WRITTEN TEST		Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan
	15 th September	20 th September	04	Revision		Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler
	22 nd September	27 th September	04	Unit IV- Buyer Behaviour Buyer behaviour: Meaning, factors influencing buyer behaviour, Meaning of Consumer		Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in

							Indian Context) by Dr. K. Karuna Karan
	29 th September	30 th September	02	Consumer-centric marketing management framework, 4 A's of Marketing		Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler
October	1 st October	4 th October	02	Consumer Market (B2C) Vs Business Market (B2B), Meaning of Customer Lifetime Value.	Assignment on B2C & B2B	Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan
	6 th October	11 th October	04	Market Intelligence – Meaning & use of Market Information system, Marketing		Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by

				research – meaning and Process 3 rd ISA			R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler
	13 th October	18 th October	04	Areas of Marketing Research		Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan

*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
ISA 3	10
Best 2 ISA to be considered	
Practical	
Project	
Semester End Exam	80

