

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: 2026- 2027				Semester: III		Total Lectures: 62	
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	19 th June	27 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. Importance of marketing.			
	29 th June	30 th June	01	Scope, marketing management. Marketing vs selling		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	4 th July	03	Marketing mix – meaning, (7C's & 7P's of Marketing) Market segmentation.		Smart Board & Green Board	Marketing Management by Modern Marketing (Principles and Practice) by R.S.N. Pillai & Bhagavathi

							Marketing Management by Philip Kotler
	6 th July	11 th July	04	methods of marketing- Viral Marketing, W-o-M marketing, digital marketing, social media marketing, experiential marketing, omnichannel 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
	13 th July	18 th July	04	Recent Trends in Marketing. UNIT II – PRODUCT AND PRICING DECISIONS Product- Meaning and classification of products	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
	20 th July	25 th July	04	Product life cycle, new product development process,		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
	27 th July	31 st July	03	brand concept, Branding strategies, Product positioning strategies. 1st ISA - Assignment		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	8 th August	05	packaging – meaning & essentials, Labelling- meaning & importance. Pricing- meaning, objectives,		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
	10 th August	15 th August	03	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
	17 th August	22 rd August	04	Unit III – Place and Promotion Decisions Physical distribution: Meaning and process of distribution.		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
	24 th August	31 st August	05	Channels of distribution – Meaning, Channel levels. 2nd ISA- Written Test	Channels used for marketing cars & FMCG	Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler

September	1 st September	5 th September	03	Factors influencing choice of channel, Promotion-meaning,		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 September	12 th September	04	Tools of promotion-advertising, sales promotion, public relation, personal selling, direct marketing.	Suggest some innovative sales promotional tools	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 September	19 th September	-	GANESH BREAK			
	21 st September	26 th September	04	Unit IV- Buyer Behaviour Buyer behaviour: Meaning, factors influencing buyer behaviour,		Smart Board & Green Board	Introduction to Marketing by N.G.Kale, Principles of Marketing by Philip Kotler

				Meaning of Consumer 3rd ISA			Marketing Management (Text & Cases in Indian Context) by Dr. K. Karuna Karan
	28 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	3 rd 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
	5 th October	10 th October	04	Market Intelligence – Meaning & use of Market		Smart Board &	Marketing Management by

				Information system, Marketing research – meaning and Process 3 rd ISA		Green Board	Modern Marketing (Principles and Practice) by R.S.N. Pillai & Bhagavathi Marketing Management by Philip Kotler
	12 th October	14 th October	02	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