

Lecture Plan		
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa		
Name of Faculty: Mrs. Pragati Kerkar	Subject: Marketing for Beginners	
Paper code: COM-133	Program: F.Y.B.Sc	Division: -
Academic year: 2026-27	Semester: I	Total Lectures: 45
Course Objectives: 1. To develop an understanding of various concepts of marketing. 2. To acquaint learners with the knowledge of marketing mix and the skill to develop effective marketing strategy. 3. To acquaint learners with recent trends in marketing and to enable them to understand legal issues in marketing in Goa.		
Expected Course Outcome: After completion of this course the learners will be able to: 1. Explain the concepts of marketing. 2. Develop the skills to analyze marketing mix. 3. Familiarize about the current trends in marketing. 4. Discuss ethical and legal issues in marketing		
Student Learning Outcome: After completion of this course, the learners will be able to: 1. Explain the concepts of marketing. 2. Develop the skills to analyze marketing mix. 3. Familiarize about the current trends in marketing. 4. Discuss ethical and legal issues in marketing		

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
July 2026	07-07-2026	15-07-2026	05	Unit 1: Introduction to Marketing Marketing Meaning, Nature, Scope of marketing, Need and Importance of Marketing Selling vs Marketing Marketing Philosophies Marketing Mix (Ps of Marketing)	Q and A Round	Power point presentation/ E-board	Rotler, Philip. (2003) Marketing Management, Prentice Hall
July 2026	18-07-2026	25-07-2026	04	Marketing Environment Concept and importance of marketing environment, Micro and Macro environmental factors.		Power point presentation/ E-board	Rotler, Philip. (2003) Marketing Management, Prentice Hall
July -Aug 2026	28-07-2026	1- 08-2026	05	Consumer behaviour Need for studying consumer behaviour, Stages in Consumer buying decision process; Factors influencing consumer buying decisions		Power point presentation/ E-Board	Rotler, Philip. (2003) Marketing Management, Prentice Hall
Aug 2026	04-08-2026	11-08-2026	06	Unit 2: Marketing Mix Decisions Product: Meaning and definition of product Product life cycle and marketing mix Branding concept, functions and qualities of good brand name. Packaging and Labelling-concept and functions, Places,	Case study on different marketing strategies adopted by reputed brands in India.	Power point presentation/ E-board	Rotler, Philip. (2003) Marketing Management, Prentice Hall
Aug-Sept 2026	12-08- 2026	1-09-2026	04	Pricing: Concept, Factors affecting price of a product, Pricing strategy Promotion Advertising Personal selling, sales promotion, Public relation, direct marketing; Distribution channel: Meaning, types and strategies	Written Test	Power point presentation/ E-board	tatler, R. Armstrong, G. and Apihatri 2018, 6μως of Marketing 17th edition) Pearson Education Indian edition

Sept 2026	2-09-2026	12-09-2026	05	Unit 3: Recent Trends in Marketing Digital marketing Meaning, types, Benefits. Traditional marketing Digital marketing Marketing for services: Meaning, scope and importance Green marketing, social marketing, Rural marketing, Relationship marketing		Power point presentation/ Blackboard	tatler, R. Armstrong, G. and Apihatri 2018, όμως of Marketing 17th edition) Pearson Education Indian edition tatler, R. Armstrong, G. and Apihatri 2018, όμως of Marketing 17th edition) Pearson Education Indian edition
Sept-Oct 2026	22-09-2026	03-10-2025	05	Influencer Marketing, -Legal Issues in Marketing, The Consumer Protection Act, 1986, Ethical issues in marketing, Consumerism and need for consumer protection.	Quiz	Power point presentation/ E-board	
Oct 2026	06-10-2026	14-10-2026	04	Revision		Power point presentation/ E-board	

*** Assessment**

Rubrics

Component	Max Marks
ISA 1	7.5
ISA 2	7.5
Practical	
Project	
Semester End Exam	60