

Lecture Plan							
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa							
Name of Faculty: Ms. Sneha Suresh Gaonkar			Subject: Marketing for Beginners (MC)				
Paper code: COM-133			Program: F.Y.B.A -BATCH B			Division: -	
Academic year: 2026-2027			Semester: I			Total Lectures: 13	
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.							
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 lecture allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books

JULY 2026	30/06/2026	04/07/2026	05	Unit 1: Introduction to Marketing Marketing: Meaning,	Group discussion,C ase studies, test	Powerpoint,	1. Kotler, P., Armstrong, G. and Agnihotri, P.(2018). Principles of Marketing (17th edition) Pearson Education. Indian edition.
	06/07/2026	11/07/2026		Nature Of marketing			
	13/07/2026	18/07/2026		Scope of marketing			
	20/07/2026	25/07/2026		Need and Importance of Marketing.			
	27/07/2026	31/07/2026		Selling v/s Marketing.			
AUGUST 2026	01/08/2026	08/08/2026	04	Marketing Philosophies;	Group discussion,C ase studies, test	Powerpoint	2. Kotler, Philip.(2003). Marketing Management. Prentice Hall
	10/08/2026	14/08/2026		Micro and Macro environmental factors.			
	17/08/2026	22/08/2026		Marketing Mix(7P's of marketing).			
	24/08/2026	31/08/2026		Consumer behaviour: Need for studying consumer behaviour			
SEPTEMBER 2026	01/08/2026	05/08/2026	03	Stages in Consumer buying decision process	Group discussion,C ase studies, test	Powerpoint	3. Gandhi, J.C.(1987). Marketing a Managerial Introduction. Tata McGraw Hill.
	07/09/2026	12/09/2026		Stages in Consumer buying decision process			
	21/09/2026	26/09/2026		Factors influencing consumer buying decisions.			
OCTOBER 2026	05/10/2026	10/10/2026	01	Revision	Group discussion,C ase studies, test	Powerpoint	

TOTAL LECTURES			13				

Assessment Rubrics	Component	Max Marks
	ISA 1	7.5
	ISA 2	7.5
	ISA 3	7.5
	Practical	
	Project	
	Semester End Exam	60