

Lecture Plan							
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa							
Name of Faculty: Miss Navami Navnath Sawant				Subject: Marketing for Beginners			
Paper code: COM133			Program: F.Y.B.A			Division: B	
Academic year: 2026-27			Semester: I			Total Lectures: 30	
Course Objectives:							
1. To acquaint learners with the knowledge of marketing mix and the skill to develop effective marketing strategy							
2. To acquaint learners with recent trends in marketing and to enable them to understand legal issues in marketing							
Expected Course Outcome:							
1. Develop the skills to analyze marketing mix.							
2. Familiarize about the current trends in marketing							
3.Discuss ethical and legal issues in marketing.							
Student Learning Outcome:							
After completion of this course, the learners will be able to:							
1. Develop the skills to analyze marketing mix							
2.Familiarize about the current trends in marketing							
3. 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

June - july	22/06/2026	27/06/2026	1	Unit 2: Marketing Mix Decision Introduction Product: Meaning		Power point presentation/ E-board	Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition
	29/06/2026	04/07/2026	2	classification of product.Product life Cycle		Power point presentation/ E-board	
	06/07/2026	11/07/2026	2	marketing mix. Branding: concept,		Power point presentation/ E-board	
	13/07/2026	18/07/2026	2	functions and qualities of good brand name Packaging		Power point presentation/ E-board	
	20/07/2026	25/07/2026	2	Labellingconcept and functions			
August	27/07/2026	01/08/2026	2	Place Pricing: Concept		Power point presentation/ E-board	Kotler, Philip. (2003). Marketing Management. Prentice Hall
	03/08/2026	08/08/2026	2	Factors affecting price of a product, Pricing strategies;		Power point presentation/ E-board	
	10/08/2026	10/08/2026	2	Promotion: Advertising Personal selling		Power point presentation/ E-board	
	17/08/2026	22/08/2026	2	sales promotion, Public relation,		Power point presentation/ E-board	

September	24/08/2026	29/08/2026	2	direct marketing; Distribution channel: Meaning, types and strategies.		Power point presentation/ E-board	
	31/08/2026	05/09/2026	2	Unit 3: Recent Trends in Marketing Digital marketing: Meaning, types,		Power point presentation/ E-board	
	07/09/2026	12/09/2026	2	Benefits of digital marketing Traditional marketing v/s Digital marketing		Power point presentation/ E-Board	Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.
	21/09/2026	26/09/2026	2	Marketing for services: Meaning, scope importance.		Power point presentation/ E-board	
	28/09/2026	03/10/2026	2	Green marketing, social marketing, Rural marketing, Relationship marketing, Influencer marketing		Power point presentation/ E-board	. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition
OCTOBER	05/10/2026	10/10/2026	2	Legal Issues in marketing- The Consumer Protection Act, 1986; Ethical issues in marketing		Power point presentation/ Blackboard	Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing

			Consumerism and need for consumer protection. revision		Management Theory and Practice.

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