

Semester V Lecture Plan

Name of the college: Government College of Arts Science & Commerce, Sanquelim						
Name of Faculty: Ms. Pritam V. Padloskar			Subject: Marketing for Beginners			
Paper code: COM-133			Program/Course: F.Y.B.A		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.						
Expected Course Outcome: 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 : 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	Lectures From: To:	No. of lectures allotted	Topic, Subtopic to be covered	Exercise and assignments	ICT Tools	Reference books
Jun-26	25 Jun – 26 Jun	3	Marketing: Meaning, Nature, Scope, Need and Importance of Marketing	Short Note on Importance of Marketing	PPT	Kotler

Jul-26	02 Jul – 03 Jul	3	Selling v/s Marketing; Marketing Philosophies	Comparative Analysis	PPT	Kotler
Jul-26	09 Jul – 10 Jul	3	Marketing Mix (7Ps of Marketing)	Identify 7Ps of a Business	Videos	Ramaswamy & Namakumari
Jul-26	16 Jul – 17 Jul	3	Marketing Environment: Concept and Importance; Micro Environment	Case Study	PPT	Kotler
Jul-26	23 Jul – 24 Jul	3	Macro Environment; Consumer Behaviour; Need for Studying Consumer Behaviour; Stages in Consumer Buying Decision Process; Factors Influencing Consumer Buying Decisions	Consumer Buying Behaviour Analysis	PPT, Videos	Schiffman & Kanuk
Jul-26	30 Jul – 31 Jul	3	Product: Meaning and Classification of Product	Product Classification Exercise	PPT	Kotler
Aug-26	06 Aug – 07 Aug	3	Product Life Cycle and Product Mix	PLC Diagram Preparation	PPT	Kotler
Aug-26	13 Aug – 14 Aug	3	Branding: Concept, Functions and Qualities of Good Brand Name	Brand Analysis	Videos	Marketing Management
Aug-26	20 Aug – 21 Aug	3	Packaging and Labelling; Place; Pricing: Concept and Factors Affecting Price	Packaging Review	PPT	Kotler
Aug-26	27 Aug – 28 Aug	3	Pricing Strategies; Advertising; Personal Selling; Sales Promotion; Public Relations; Direct Marketing; Distribution Channels: Meaning, Types and Strategies	Promotion Mix Analysis	PPT	Marketing Channels

Sep-26	03 Sep – 04 Sep	3	Digital Marketing: Meaning, Types and Benefits; Traditional Marketing v/s Digital Marketing	Digital Campaign Review	Social Media Tools	Chaffey
Sep-26	10 Sep – 11 Sep	3	Marketing for Services: Meaning, Scope and Importance	Service Marketing Case Study	PPT	Services Marketing
Sep-26	17 Sep – 18 Sep	—	Ganesh Chaturthi Vacation – No Lecture	—	—	—
Sep-26	24 Sep – 25 Sep	3	Green Marketing; Social Marketing; Rural Marketing	Sustainable Marketing Assignment	PPT, Videos	Green Marketing
Oct-26	01 Oct – 02 Oct	3	Relationship Marketing; Influencer Marketing	Influencer Campaign Analysis	Social Media Platforms	Contemporary Marketing
Oct-26	08 Oct – 09 Oct	3	Legal Issues in Marketing – Consumer Protection Act; Ethical Issues in Marketing; Consumerism and Need for Consumer Protection; Revision	Case Study & Discussion	PPT	Consumer Protection Law

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Assessment Rubrics

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

Ms. Pritam V. Padloskar
Assistant Professor in Commerce