

Lesson Plan

Name of assistant/Associate professor: Mrs. Pinky

Class : B.com 4th sem

Subject lesson plan: Marketing Management

Session: 2021-2022

Week 1:-

Introduction of Marketing- Meaning, Definition ,Nature, scope, Importance and functions of marketing, major problems of Marketing in India, Difference between selling and marketing.

Week 2 :-

Marketing Concept-Meaning, development of marketing concepts, Different marketing concepts, Fundamental pillars of marketing concept, Factors affecting and limitation of marketing concepts.

Week 3:-

Market Segmentation-Meaning, objectives, concept and method of market segmentation, Basis for market segmentation, requirements for an effective segmentation, market segmentation strategies, importance and advantages of market segmentation.

Week 4:-

Consumer Behaviour-meaning, types of consumer, Determinants of consumer behavior, importance of studying consumer behavior, Difficulties in understanding consumer behavior.

Week 5:-

Product Planning and Development-meaning of product planning, features, objectives, elements and importance of product planning, Main components of product planning, meaning, advantage and principles of product development, elements of product development, importance, scope and organization of product development.

Week 6:-

Development of New Product-meaning, process of new product development, Test marketing- Definition, procedure, guiding principle and limitation of test marketing, Failures of test marketing.

Week 7:-

Product Life Cycle- meaning, definition, failures and stages of product life cycle, shapes of product life cycle, length of product life cycle, product life cycle for stylish, fashion and fad products, product life cycle for durable products, factors , utility and limitation of product life cycle.

Week 8:-

Product Identification: Branding, packaging, labelling, some examples of brands and trademark.

Week 9:-

Product Pricing-meaning, importance, objectives and policies of pricing, factors affecting pricing decision, pricing procedure, pricing methods, pricing strategies for new product, discount, rebate and premium, non price competition, resale price maintainances.

Week 10:-

Advertising-meaning, definition, Characteristics and objectives of advertising, money spent on advertising is investment, advantages to manufacturer, middlemen, consumer and society, advertising is wasteful and unnecessary, principles of effective advertising.

Week 11:-

Advertising Media-Definitions of advertising media, types of advertising media-: press advertising, outdoor advertising, mail advertising, entertainment advertising, promotional advertising, media selection decision

Week 12:-

Evaluation of Advertising Effectiveness-meaning of advertising effectiveness, objectives and reasons for evaluating advertising effectiveness, methods and difficulties in evaluating advertising effectiveness.

Week 13:-

Sales Promotion-meaning, Characteristics and objectives of sales promotion, reasons for rapid growth of sales promotion, importance, methods, advantages, limitations of sales promotion.

Week 14:-

Publicity and Public Relation-meaning and definition of publicity, characteristics of publicity, various forms of publicity, meaning and definition of public relation, public relation department and public relation tools.

Week 15:-

Revision of syllabus
Assignment given
Presentation given to students
Class test