

XC									
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA - 3 (A) Semester : 2024-25									
Course Name (Code): MARKETING MANAGEMENT - BBA/FSB/302					Faculty : Dr. Sneha Sharma				
Topics / Lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.									
S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Date		Remarks, if any	
						Planned	Actual Delivery		
1	1	1	Introduction to Marketing : Meaning, Features	White Board&PPT	Self Notes	21st, 22nd, 23rd July			
2	2	1	Objectives, Importance, Functions	White Board&PPT	Self Notes	24th, 28th July			
3	3	1	Difference between Marketing and Selling	White Board&PPT	Self Notes	29th, 30th July			
4	4	1	Marketing Mix	White Board&PPT	Self Notes	31st July			
5	5	1	Core Concepts of Marketing	White Board&PPT	Self Notes	4th August			
6	6	1	Marketing Process	White Board&PPT	Self Notes	5th, 6th August			
7	7	1	Marketing Process (Continued.....)	White Board&PPT	Self Notes	7th August			
8	8	1	Marketing Environment	White Board&PPT	Self Notes	11th, 12th August			
9	9		REVISION - UNIT 1	White Board&PPT	Self Notes	13th August			
10	10		TEST 1	White Board&PPT	Self Notes	14th August			
11	11	2	Determinants of consumer behaviour	White Board&PPT	Self Notes	18th August			
12	12	2	Consumer's purchase decision process (exclude Industrial purchase decision process)	White Board&PPT	Self Notes	19th August			
13	13	2	Market Segmentation	White Board&PPT	Self Notes	20 th August			
14	14	2	Market Segmentation (Continued...)	White Board&PPT	Self Notes	21st, 25th August			
15	15	2	Target Marketing	White Board&PPT	Self Notes	26th August, 1st Sept.			
16	16	2	Differentiation and Positioning	White Board&PPT	Self Notes	2nd Sept.			
17	17	2	Marketing Research;	White Board&PPT	Self Notes	3rd Sept.			
18	18	2	Marketing Information System	White Board&PPT	Self Notes	4th Sept.			
19	19		REVISION - UNIT 2	White Board&PPT	Self Notes	8th Sept.			
20	20	3	Product and Product line decisions	White Board&PPT	Self Notes	9th Sept.			
21	21	3	Branding decisions	White Board&PPT	Self Notes	10th Sept.			
22	22	3	Branding decisions (Continued...)	White Board&PPT	Self Notes	11th Sept.			
23	23	3	Packaging Decisions	White Board&PPT	Self Notes	15th Sept.			
24	24	3	Labelling decisions	White Board&PPT	Self Notes	16th Sept.			
25	25	3	Product Life Cycle concept	White Board&PPT	Self Notes	23rd Sept.			
26	26	3	New Product Development	White Board&PPT	Self Notes	24th Sept.			
27	27	3	Pricing Decisions	White Board&PPT	Self Notes	25th Sept.			
28	28	3	Pricing Decisions (Continued.....)	White Board&PPT	Self Notes	29th Sept.			
29	29		REVISION - UNIT 3	White Board&PPT	Self Notes	18th Sept.			
30	30		TEST 2	White Board&PPT	Self Notes	22nd Sept.			
31	31	4	Distribution channels: - retailing.	White Board&PPT	Self Notes	30th Sept.			
32	32	4	wholesaling	White Board&PPT	Self Notes	1st Oct			
33	33	4	warehousing and physical distribution	White Board&PPT	Self Notes	6th Oct.			
34	34	4	Promotion mix :Personal Selling.	White Board&PPT	Self Notes	7th Oct.			
35	35	4	Advertising	White Board&PPT	Self Notes	8th Oct.			
36	36	4	Sales Promotion	White Board&PPT	Self Notes	9th Oct.			
37	37	4	Publicity	White Board&PPT	Self Notes	13th,14th Oct.			
38	38	4	Conceptual introduction to Customer Relationship Marketing			27th Oct.			
39	39		REVISION - UNIT 4	White Board&PPT	Self Notes	28th Oct.			
40	40		TEST 3	White Board&PPT	Self Notes	29th Oct.			
41	41		PROBLEMS TAKEN	White Board&PPT	Self Notes	30th Oct.			
42	42		CASE STUDY 1	White Board&PPT	Self Notes	3rd, 4th Nov.			
43	43		REVISION	White Board&PPT	Self Notes	5th Nov.			
44	44		REVISION	White Board&PPT	Self Notes	10th Nov.			
45	45		REVISION			11th, 12th, 13th Nov.			
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Course Outcomes (COs)

COs	Statement
1	Understand the workings of various components of Financial system in India
2	Analyze the importance of a sound financial system for economic development of a country
3	Evaluate the workings of different financial institutions
4	Analyze the instruments available in money market and capital market
5	

Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	Description
TEXT BOOKS:	
1	[Bharati V Pathak, 'Indian Financial System', Pearson
2	[Khan M. Y., 'Indian Financial System', Tata McGraw Hills,
REFERENCE BOOKS:	
3	[Bhole L. M 'Financial Institutions and Markets', Tata McGraw Hills,
4	[S. Gurusamy, 'Financial Markets and Institutions' 3rd edition, Tata McGraw Hills
RECOMMENDED BOOKS:	
5	[Bharati V Pathak, 'Indian Financial System', Pearson