

**Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(Ge**

Course Name (Code): MARKEING MANAGEMENT (BBA/GNL/301)

Topics / lectures are arranged in sequence - same - as to be taught in the class. Ma

| S. No. | Lecture No | CO (No) | Topic Description                                                                                                       | Teaching Pedagogy |
|--------|------------|---------|-------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1      | 1          | 1       | Introduction to Marketing                                                                                               | Projector         |
| 2      | 2          | 1       | Difference between Marketing and Selling                                                                                | Projector         |
| 3      | 3 & 4      | 1       | Core concepts of Marketing                                                                                              | Projector         |
| 4      | 5 & 6      | 1       | Marketing Mix                                                                                                           | Projector         |
| 5      | 7          | 1       | Marketing Process                                                                                                       | Projector         |
| 6      | 8          | 1       | Marketing Environment                                                                                                   | Projector         |
| 7      | 9          | 1       | <b>Revision of Unit - 1</b>                                                                                             |                   |
| 8      | 10         | 1       | <b>Class Test</b>                                                                                                       |                   |
| 9      | 11 & 12    | 2       | Determinants of consumer behaviour; consumer's purchase decision process (exclude industrial purchase decision process) | Projector         |
| 10     | 13         | 2       | Market Segmentation                                                                                                     | Projector         |
| 11     | 14         | 2       | Target Marketing                                                                                                        | Projector         |
| 12     | 15         | 2       | Differentiation and Positioning                                                                                         | Projector         |
| 13     | 16         | 2       | Marketing Research                                                                                                      | Projector         |
| 14     | 17         | 2       | Marketing Information System                                                                                            | Projector         |
| 15     | 18         | 2       | <b>Revision of Unit - 2</b>                                                                                             |                   |
| 16     | 19 & 20    |         | Product and Product line decisions                                                                                      |                   |
| 17     | 21         |         | Branding decisions                                                                                                      |                   |
| 18     | 22 & 23    |         | Packaging and Labelling decisions                                                                                       |                   |
| 19     | 24         |         | Product Life Cycle concept                                                                                              |                   |
| 20     | 25         |         | New Product Development                                                                                                 |                   |
| 21     | 26 & 27    |         | Pricing Decisions                                                                                                       |                   |
| 22     | 28         |         | <b>Revision of Unit -3</b>                                                                                              |                   |
| 23     | 29 & 30    |         | Distribution channels: - retailing, wholesaling, warehousing and physical distribution                                  |                   |
| 24     | 31         |         | Promotion mix                                                                                                           |                   |
| 25     | 32         |         | Personal Selling,                                                                                                       |                   |
| 26     | 33         |         | Advertising                                                                                                             |                   |
| 27     | 32         |         | Sales Promotion                                                                                                         |                   |
| 28     | 35         |         | Publicity                                                                                                               |                   |
| 29     | 36         |         | Conceptual introduction to Customer Relationship Marketing                                                              |                   |

|                                                                           |         |                                                                                           |                     |  |
|---------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------------|---------------------|--|
| 30                                                                        | 37 & 38 |                                                                                           | Revision of Unit -4 |  |
| 31                                                                        | 39      |                                                                                           | Test of Unit - 4    |  |
|                                                                           |         |                                                                                           |                     |  |
|                                                                           |         |                                                                                           |                     |  |
|                                                                           |         |                                                                                           |                     |  |
| <b>Course Outcomes (COs)</b>                                              |         |                                                                                           |                     |  |
|                                                                           | COx     | Statement                                                                                 |                     |  |
|                                                                           | 1       | Understand the process of marketing by which companies create value for customers         |                     |  |
|                                                                           | 2       | Understand the significance of consumer behavior, segmentation, targeting and positioning |                     |  |
|                                                                           | 3       | Make the product and pricing strategies.                                                  |                     |  |
|                                                                           | 4       | Make the distribution strategies, promotion strategies.                                   |                     |  |
|                                                                           | 5       |                                                                                           |                     |  |
|                                                                           |         |                                                                                           |                     |  |
| <b>Study Material / Books / Web-resources / Online Courses Links etc.</b> |         |                                                                                           |                     |  |
|                                                                           | S. No.  | Description                                                                               |                     |  |
|                                                                           | 1       | Krishnamurthy, Marketing Management, Himalya Publications                                 |                     |  |
|                                                                           | 2       | Philip Kotler and Keller, Perason Education                                               |                     |  |
|                                                                           |         |                                                                                           |                     |  |

| General) - 3rd Semester : 2025-26                 |              |                 |                 |
|---------------------------------------------------|--------------|-----------------|-----------------|
| Faculty :                                         |              | Dr. Munish      |                 |
| Maintain data related to "Date" in its hard copy. |              |                 |                 |
| Reference Material                                | Date         |                 | Remarks, if any |
|                                                   | Planned      | Actual Delivery |                 |
| Web Source/Text Book                              | 22 & 23 July | 22 & 23 July    |                 |
| Web Source/Text Book                              | 24-Jul       | 24-Jul          |                 |
| Web Source/Text Book                              | 25-Jul       | 25-Jul          |                 |
| Web Source/Text Book                              | 29 & 30 July | 29 & 30 July    |                 |
| Web Source/Text Book                              | 31-Jul       | 31-Jul          |                 |
| Web Source/Text Book                              | 1-Aug        | 1-Aug           |                 |
|                                                   | 5-Aug        | 5 & 6 August    |                 |
|                                                   | 6-Aug        | --              |                 |
|                                                   |              |                 |                 |
| Web Source/Text Book                              | 7 & 8 Aug.   | 7 & 8 Aug.      |                 |
| Web Source/Text Book                              | 12 & 13 Aug. | 13-Aug          |                 |
| Web Source/Text Book                              | 14-Aug       | 13-Aug          |                 |
| Web Source/Text Book                              | 19-Aug       | 14-Aug          |                 |
| Web Source/Text Book                              | 20-Aug       | 20-Aug          |                 |
| Web Source/Text Book                              | 21-Aug       | 21-Aug          |                 |
|                                                   | 22-Aug       | 26-Aug          |                 |
|                                                   |              |                 |                 |
| Web Source/Text Book                              | 2 & 3 Sep.   |                 |                 |
| Web Source/Text Book                              | 4-Sep        |                 |                 |
| Web Source/Text Book                              | 5 & 9 Sep.   |                 |                 |
| Web Source/Text Book                              | 11-Sep       |                 |                 |
| Web Source/Text Book                              | 12-Sep       |                 |                 |
| Web Source/Text Book                              | 16 & 17 Sep. |                 |                 |
|                                                   | 18-Sep       |                 |                 |
|                                                   |              |                 |                 |
| Web Source/Text Book                              | 19 & 23 Sep  |                 |                 |
| Web Source/Text Book                              | 24-Sep       |                 |                 |
| Web Source/Text Book                              | 25-Sep       |                 |                 |
| Web Source/Text Book                              | 26-Sep       |                 |                 |
| Web Source/Text Book                              | 30-Sep       |                 |                 |
| Web Source/Text Book                              | 1-Oct        |                 |                 |
| Web Source/Text Book                              | 3-Oct        |                 |                 |

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|  | 7 & 8 Oct. |  |  |
|  | 9-Oct      |  |  |
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