

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	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1	Introduction to Marketing; difference between marketing and selling	White Board/PPT	BOOKS/ NOTES/PPTS	
2	2	Core concepts of Marketing	White Board/PPT	BOOKS/ NOTES/PPTS	
3	3	Marketing Mix	White Board/PPT	BOOKS/ NOTES/PPTS	
4	4	Marketing Process	White Board/PPT	BOOKS/ NOTES/PPTS	
5	5	Marketing Environment	White Board/PPT	BOOKS/ NOTES/PPTS	
6	6	Determinants of consumer behaviour	White Board/PPT	BOOKS/ NOTES/PPTS	
7	7	Consumer's purchase decision process	White Board/PPT	BOOKS/ NOTES/PPTS	
8	8	Market Segmentation;	White Board/PPT	BOOKS/ NOTES/PPTS	
9	9	Target Marketing	White Board/PPT	BOOKS/ NOTES/PPTS	
10	10	Differentiation and Positioning	White Board/PPT	BOOKS/ NOTES/PPTS	
11	11	Marketing Research	White Board/PPT	BOOKS/ NOTES/PPTS	
12	12	Marketing Information System+C19:C32	White Board/PPT	BOOKS/ NOTES/PPTS	
13	13	Product and Product line decisions	White Board/PPT	BOOKS/ NOTES/PPTS	
14	14	Branding Decisions	White Board/PPT	BOOKS/ NOTES/PPTS	
15	15	Packaging and Labeling Decisions	White Board/PPT	BOOKS/ NOTES/PPTS	
16	16	Product life cycle Concept	White Board/PPT	BOOKS/ NOTES/PPTS	
17	17	New Product Development	White Board/PPT	BOOKS/ NOTES/PPTS	
18	18	Pricing Decisions	White Board/PPT	BOOKS/ NOTES/PPTS	
19	19	Distribution channels: - Retailing	White Board/PPT	BOOKS/ NOTES/PPTS	
20	20	Wholesaling	White Board/PPT	BOOKS/ NOTES/PPTS	
21	21	Warehousing and Physical Distribution	White Board/PPT	BOOKS/ NOTES/PPTS	
22	22	Promotion Mix - Personal Selling	White Board/PPT/Presentations	BOOKS/ NOTES/PPTS	
23	23	Advertising	White Board/PPT/Presentations	BOOKS/ NOTES/PPTS	
24	24	Sales Promotion, Publicity	White Board/PPT/Presentations	BOOKS/ NOTES/PPTS	
25	25	Conceptual Introduction to Customer Relationship Marketing	White Board/PPT/Presentations	BOOKS/ NOTES/PPTS	

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

S. No.	1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy&MithileshwarJha. Marketing Management, Pearson Education, New Delhi.
	2. Dhunna, Mukesh, Marketing Management, Text and Cases. Wisdom Publications.
	3. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi.
	4. Zikmund, William G. Marketing, Cengage Learning, New Delhi.
	5. Krishnamoorthy, R., Marketing Management, Himalya Publishin House