

SDIET, Faridabad

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(General) - 3rd Semester : 2025-26

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

Faculty : Dr. Munish

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	Projector	Web Source/Text Book	
2	2	Difference between Marketing and Selling	Projector	Web Source/Text Book	
3	3 & 4	Core concepts of Marketing	Projector	Web Source/Text Book	
4	5 & 6	Marketing Mix	Projector	Web Source/Text Book	
5	7	Marketing Process	Projector	Web Source/Text Book	
6	8	Marketing Environment	Projector	Web Source/Text Book	
7	9	Revision of Unit - 1			
8	10	Class Test			
9	11 & 12	Determinants of consumer behaviour; consumer's purchase decision process (exclude industrial purchase decision process)	Projector	Web Source/Text Book	
10	13	Market Segmentation	Projector	Web Source/Text Book	
11	14	Target Marketing	Projector	Web Source/Text Book	
12	15	Differentiation and Positioning	Projector	Web Source/Text Book	
13	16	Marketing Research	Projector	Web Source/Text Book	
14	17	Marketing Information System	Projector	Web Source/Text Book	
15	18	Revision of Unit - 2			
16	19 & 20	Product and Product line decisions	Projector	Web Source/Text Book	
17	21	Branding decisions	Projector	Web Source/Text Book	
18	22 & 23	Packaging and Labelling decisions	Projector	Web Source/Text Book	
19	24	Product Life Cycle concept	Projector	Web Source/Text Book	
20	25	New Product Development	Projector	Web Source/Text Book	
21	26 & 27	Pricing Decisions	Projector	Web Source/Text Book	
22	28	Revision of Unit -3			
23	29 & 30	Distribution channels: - retailing, wholesaling, warehousing and physical distribution	Projector	Web Source/Text Book	
24	31	Promotion mix	Projector	Web Source/Text Book	
25	32	Personal Selling,	Projector	Web Source/Text Book	
26	33	Advertising	Projector	Web Source/Text Book	
27	32	Sales Promotion	Projector	Web Source/Text Book	
28	35	Publicity	Projector	Web Source/Text Book	
29	36	Conceptual introduction to Customer Relationship Marketing	Projector	Web Source/Text Book	
30	37 & 38	Revision of Unit -4			
31	39	Test of Unit - 4			
Study Material / Books / Web-resources / Online Courses Links etc.					
	S. No.	Description			
	1	Krishnamurthy, Marketing Management, Himalya Publications			
	2	Philip Kotler and Keller, Perason Education			