

SDIET, Faridabad

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(Digital Marketing) - 1st Semester : 2025-26

Course Name (Code) :		PRINCIPLES OF MARKETING (BBD/103/V)		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 & 2	Introduction to Marketing -Meaning, Evolution	Projector	Web Source/Text Book	
2	3 & 4	Importance and Concepts of Marketing	Projector	Web Source/Text Book	
3	5	Approaches to Marketing and Marketing Myopia	Projector	Web Source/Text Book	
4	6	Holistic Marketing	Projector	Web Source/Text Book	
5	7	Role of Information technology in Marketing;	Projector	Web Source/Text Book	
6	8	Factors affecting the Marketing Environmen	Projector	Web Source/Text Book	
7	9	Components of Marketing Mix	Projector	Web Source/Text Book	
8	10	Revision Class			
9	11	Class Test			
10	12	Segmenting, Targeting and Positioning- Meaning	Projector	Web Source/Text Book	
11	13 & 14	Need and Basis for Market Segmentation	Projector	Web Source/Text Book	
12	15	Evaluating & Selecting Target Markets	Projector	Web Source/Text Book	
13	16	Concept of Positioning – USP	Projector	Web Source/Text Book	
14	17	Relationship between MIS and Marketing Research;	Projector	Web Source/Text Book	
15	18	Significance of studying Consumer Behaviour	Projector	Web Source/Text Book	
16	19	Factors influencing Consumer Behaviour.	Projector	Web Source/Text Book	
16	20 & 21	Revision of Unit -2			
17	22	Class test			
18	23 & 24	Product Decisions – Concept, levels of Product	Projector	Web Source/Text Book	
19	25	PLC and its Significance	Projector	Web Source/Text Book	
20	26 & 27	New Product Development Process, Marketing Strategies at each Stage of new product development	Projector	Web Source/Text Book	
21	28	Pricing Decisions – Meaning	Projector	Web Source/Text Book	
22	29	Policies and Procedures	Projector	Web Source/Text Book	
23	30	Factors affecting Pricing Decisions;	Projector	Web Source/Text Book	
24	31 & 32	Branding & Packaging Decisions.	Projector	Web Source/Text Book	
25	33	Revision Class			
26	34	Introduction to Market Logistics	Projector	Web Source/Text Book	
27	35	Channels of Distribution - Concept, Types	Projector	Web Source/Text Book	
28	36	factors affecting Channels of Distribution;	Projector	Web Source/Text Book	
29	37	Promotion Mix – Advertising	Projector	Web Source/Text Book	
30	38	Sales Promotion	Projector	Web Source/Text Book	
31	39	Personal Selling	Projector	Web Source/Text Book	
32	40	Publicity & PR	Projector	Web Source/Text Book	
33	41	Recent Developments in Marketing	Projector	Web Source/Text Book	
34	42	Green Marketing; Ethics in Marketing	Projector	Web Source/Text Book	
35	43	Revision Class			
36	44	Class Test			

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

S. No.	
1	Principles of Marketing - Philip T. Kotler, Gary Armstrong, Pearson Education.