

Name of the Faculty- Ms. Rashmi
 Discipline - BBA
 Semester - 4th
 Subject and Code - BBA-211: Marketing Management
 Lesson Plan Duration - 15 weeks (January,2018 to April, 2018)

Week	Theory		Practical	
	Lecture Day	Topic (Including Assignment/ Test)	Practical Day	Topic
1	1st	Marketing - Meaning, Scope & importance Traditional & Modern view of Marketing, nature of Marketing	1st	NA
	2nd	Different market Forces operating within Market	2nd	NA
	3rd	Marketing Management meaning & Different Orientations	3rd	NA
2	4th	Marketing Environment : Meaning, Types of marketing Environment (Micro & macro Environment)	4th	NA
	5th	Components of Micro environment	5th	NA
	6th	Components of Macro environment	6th	NA
3	7th	Scanning of marketing Environment through SWOT	7th	NA
	8th	Marketing Mix : Meaning, 4 P's of Marketing, 3 P's of service marketing	8th	NA
	9th	Creation of Right marketing Mix	9th	NA
4	10th	Assignment (preparing marketing mix of McDonalds)	10th	NA
	11th	Market Segmentation : Meaning, Need, Process	11th	NA
	12th	Market Segmentation : Criteria for successful segmentation, Bases of Segmentation	12th	NA
5	13th	Market Positioning: Meaning, Strategies of positioning and difference between positioning & re-positioning	13th	NA
	14th	Marketing Information System: Meaning, Components of MIS, Role of MIS, How to develop strong MIS	14th	NA
	15th	Marketing Research: Meaning, Characteristics, Importance, Process of marketing Research,	15th	NA
6	16th	Marketing Research: Application of Marketing Research towards Different Market Forces, Major Marketing Research Agencies in India (Brief Study)	16th	NA
	17th	Consumer Behaviour-Meaning and Importance of study for Marketers.	17th	NA
	18th	Consumer Behaviour- Determinants of Consumer Behavior, Types of Buying Behavior	18th	NA
7	19th	Consumer Behaviour- Different Buying motives (Product motives & Patronage Motives along with their types)	19th	NA
	20th	Consumer Behaviour- Buying Decision Process, Brief discussion on Changing Consumption Pattern	20th	NA
	21st	Activity: Brief Discussion on Buying Behaviour of Indian Consumer	21st	NA
8	22nd	Product –Meaning, levels of Product & service, Customer Value Hierarchy, Types of product,	22nd	NA
	23rd	Product Mix & Product portfolio	23rd	NA
	24th	Product Line, width & depth, product mix decision	24th	NA
9	25th	New Product Development : Process, Test marketing: procedure of test marketing, Advantages & disadvantages of test marketing, Reason of failure of new product	25th	NA
	26th	New Product Development : Advantages & disadvantages of test marketing, Reason of failure of new product	26th	NA
	27th	Product Life Cycle : Different stages of PLC, Factors affecting PLC	27th	NA
10	28th	Case study of PLC of Pepsi	28th	NA
	29th	Packaging : Meaning, classifications, functions, difference between packing & packaging	29th	NA
	30th	Innovative packaging, packaging decisions	30th	NA
11	31st	Branding: Meaning, Functions of Brand & Branding Decisions	31st	NA
	32nd	Pricing-Meaning, procedure for setting a price, Components of price C's model of price setting, Objectives of pricing, Different price strategies	32nd	NA
	33rd	Assignment : Recent innovations in pricing	33rd	NA
12	34th	Distribution Channels- Meaning, Benefits, Levels and Roles.	34th	NA
	35th	Distribution Channels- Types (Conventional & Non-Conventional)	35th	NA
	36th	Promotion- Meaning, characteristics, Need for promotional activities, Objectives	36th	NA
13	37th	Process of Promotion Mix Decision, Factors in Developing Promotion Mix Strategies	37th	NA
	38th	Promotion Mix- Elements of Promotion mix, Advertising: Meaning, Features, Objectives, Factors Affecting the Selection of Advertising Media, Types of Advertising media	38th	NA
	39th	Sales Promotion, : Meaning, Benefits & Tools used	39th	NA
14	40th	Public Relations Meaning, Benefits & Tools used	40th	NA
	41st	Personal selling : Meaning, Benefits & Tools used	41st	NA
	42nd	Marketing organization and control: Meaning and importance	42nd	NA
15	43rd	Revision	43rd	NA
	44th	Old year question papers	44th	NA
	45th		45th	NA