

Name of the Faculty- Ms. Sunita
 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 |