

Name of Faculty	Ms. Neha Maddan						
Discipline	Management (MBA)						
Semester	Second Semester (II)						
Subject	Marketing Management (CP-202)						
Lesson Plan Duration	15 Weeks (January 2018 to April 2018)						
Work Load per week	4 Lectures per week						
Week	Theory			Practical			
	Lecture Day	Topic (Including Assignment/Test)		Practical Day	Topic (Including Assignment/Test)		
1	1st	Introduction of Marketing with Case study- TATA ACE		N/A	N/A		
	2nd	Evolution of marketing					
	3rd	Traditional concepts of marketing					
	4th	New concepts of marketing					
2	5th	Marketing Environment concept and components		N/A	N/A		
	6th	Environmental Scanning Techniques in marketing					
	7th	Envt. Scanning & SWOT Analysis				1st	Patanjali Ayurveda SWOT
	8th	Marketing Mix : Meaning				N/A	N/A
3	9th	Extended Marketing Mix (4Ps & 7 Ps)					
	10th	Product Mix, Price Mix, Place Mix, Promotion Mix					
	11th	People Mix, Process Mix & Physical Evidence Mix					
4	12th	Case Study on Marketing Mix		2nd	Google & Dabawala Marketing Mix Video		
	13th	Segmentation : Meaning & Concept		N/A	N/A		
14th	Factors to be considered before segmenting consumer Market						

	15th	Targeting : Meaning & Different types of targeting		
	16th	Positioning & Various approaches towards positioning		
5	17th	MIS & Components of a marketing information system		
	18th	Marketing Research: Meaning & Scope		
	19th	Marketing Research Techniques		
	20th	Case Study	3rd	Case study-Lunch of Soyabin Milk
6	21st	Sessional-I	N/A	N/A
	22nd			
	23rd			
	24th			
7	25th	Consumer Behaviour-Meaning, Importance	N/A	N/A
	26th	Factors Influencing consumer Behaviour		
	27th	Models of Consumer Behaviour		
	28th	Buying Motives and Buying Process		
8	29th	Case Discussion & Assignment on it	4th	Case Study - Recall your last big ticket purchase
	30th	Product: Different layers of product	N/A	N/A
	31st	Product Line & Various Extension Decisions		
	32nd	New Product Development Process		
33rd	Product life cycle & Strategic implications in PLC			
9	34th	Packaging Decisions		
	35th	Branding Decisions		
	36th	Video Class on Branding Strategies & Branding Decisions	5th	CNBC Brand Bazar Video on Branding

10	37th	Pricing & Factors affecting Pricing	N/A	N/A
	38th	Pricing Policies and Procedures		
	39th	Pricing Strategy and Product life cycle,		
	40th	Price Changes and organizational strategies		
11	41st	Product Line Pricing	6th	Case study-Flipkart
	42nd	Channels of distributions: Concept, types		
	43rd	Factors affecting selection of distribution channels		
	44th	Case Discussion & Assignment on it		
12	45th	Sessional-II	N/A	N/A
	46th			
	47th			
	48th			
13	49th	Promotion Mix: Introduction, Meaning, Scope	6th	N/A
	50th	Advertising: Types & Different Media		
	51st	Sales Promotion : Meaning & Types		
	52nd	Public Relation & its implication		
14	53rd	Personal Selling & Process of Personal Selling	6th	N/A
	54th	Direct Marketing & Direct Selling		
	55th	Integrated Marketing communication (360 degree approach)		
	56th	Presentation by Students		
15	57th	Ethics in Marketing	6th	N/A
	58th	Role of IT in marketing		
	59th	Latest Trends in marketing		
	60th	Last Year Question Papers Discussion		