



Lesson Plan: Marketing Management (MBA)

Program: MBA **Semester:** 1 **Course Code:** KMB N 105 **Course Name:** Marketing Management

Course Objectives

(CO1): Remember and Comprehend basic marketing concepts.

(CO2): Understand marketing Insights on application of basic marketing concepts.

(CO3): Able to Apply and develop Marketing Strategies and Plans

(CO4): Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting

(CO5): Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting

Session Duration: 60 minutes

Participants: MBA 1 Sem Students

Entry level knowledge and skills of students

- i. Basic Knowledge about Marketing
- ii. Importance of Planning

Equipment required in Classroom/ Laboratory/ Workshop

- i. LCD/Projector
- ii. Whiteboard/ Black Marker

Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2

Course Outcomes (starting with action-oriented observable and measurable verb)



- (CO1):** Remember and Comprehend basic marketing concepts.
- (CO2):** Understand marketing Insights on application of basic marketing concepts.
- (CO3):** Able to Apply and develop Marketing Strategies and Plans
- (CO4):** Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting
- (CO5):** Develop skills to understand the current global and digital aspect of marketing.

L. No	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Nature and scope of marketing, Various marketing orientations	Define Marketing, and Importance of Marketing		Lecture	CO1		
2.	Need, Want, Demand, Elements of Marketing mix.	Maslow's Need Hierarchy		Lecture	CO1		
3.	Customer value and the value delivery process.	Perceived value and Delivery Chain		Lecture	CO1		
4.	Understanding Consumer Behavior.	Importance of studying Consumer Behavior		Lecture	CO1		
5.	Buying motives, factors influencing buying behavior.	Buying Behavior		Lecture	CO1		
6.	Buying habits	Why and How people buy		Lecture	CO1		
7.	Stages in consumer	Steps in buying		Lecture	CO1		



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	buying. decision process,	decision process					
8.	Types of consumers buying decisions	Consumer Types		Case	CO1		
9.	Revision of Unit 1						
Unit - 2							
10.	Market segmentation , Targeting and Positioning: Introduction and Meaning	Factors influencing segmentation , Market Aggregation, Basis for segmentation		Lecture	CO4		
11.	Segmentation of Consumer	Types of Customers		Lecture	CO4		
12.	Targeting: Meaning,	Basis for identifying target customers		Lecture	CO4		
13.	Target Market Strategies	Target Based Strategies		Lecture	CO4		
14.	Positioning: Meaning	How and where to Position		Lecture	CO4		
15.	product differentiation strategies	Tasks involved in positioning		Lecture	CO4		
16.	Branding: Concept of Branding	Brand vs Branding		Lecture	CO4		
17.	Brand Types, Brand equity, Branding Positioning	Positioning based on brands		Case	CO4		
18.	Class Test 1						
Unit - 3							
19.	Product Decisions: Concept,	Product hierarchy		Lecture	CO3		



20.	New product development, diffusion process	Scope		Lecture	CO3		
21.	PLC	Stages		Lecture	CO3		
22.	Product mix strategies			Lecture	CO3		
23.	Packaging / Labeling	Packaging as a marketing tool		Lecture	CO3		
24.	Requirement of good packaging	Role of labeling in packaging		Lecture	CO3		
25.	Pricing Decisions	Pricing concepts for establishing value		Lecture	CO3		
26.	Pricing Strategies, New product pricing	Value based, Cost based, Market based, Competitor based, Price Skimming & Penetration pricing		Case	CO3		
27.	Revision of Unit 3						
Unit - 4							
28.	Place Decision:	Meaning, Purpose		Lecture	CO2		
29.	Channel alternatives,	Factors affecting channel choice		Lecture	CO2		
30.	Channel design and Channel management decisions	Supply Chain		Lecture	CO2		
31.	Channel conflict, Retailing & Types of Retailers.	Retail Types		Lecture	CO2		
32.	Advertising	Objectives and Budgeting		Lecture	CO2		
33.	AIDA	Model		Lecture	CO2		



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34.	Public Relation	Meaning, Objectives, Types, and Functions of Public Relations.		Lecture	CO2		
35.	Sales Promotion	Sales Promotion Mix, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion		Lecture	CO2		
36.	Personal Selling and Direct Marketing	Meaning, Features, Functions and Growth		Case	CO2		
37.	Class Test 2						
Unit - 5							
38.	CRM	Relationship Marketing Vs. Relationship Management		Lecture	CO5		
39.	Types of Relationship Management	CRM		Lecture	CO5		
40.	Significance of Customer Relationship Management	Importance		Lecture	CO5		
Revision							
41.	Presentation						
42.	Presentation						
43.	GD						
44.	GD						
45.	Question Bank						
46.	Question Bank						
47.	Question Bank						
48.	Revision of all Units						

Text Books:



1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
3. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.

Reference Books:

4. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 4/e, McGrawHill Education Publishers, 2015.
5. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

Journals and Magazines:

1. AIMA
2. Advertising Age
3. American Demographics Magazine
4. Journal of Consumer Research
5. Marketing Magazine - Marketing Magazine is the only Canadian national weekly dedicated to the business of marketing, advertising and the media.
6. Marketing Today
7. Sales and Marketing Management
8. Web Digest for Marketers
9. What's Next Online - A free marketing newsletter.

Electronic Database:

1. KnowThis.com
2. MarketingProfs.com
3. Metrics2.com
4. Clickz.com