

**ST. JOSEPH'S COLLEGE, HASSAN**  
**(Affiliated to the University of Mysore)**

**LESSON PLAN 2018-2019**  
**CLASS: VI SEM BCOM**  
**MARKETING MANAGEMENT (4 Hrs per Week)**

**Prepared by: Ms. Prathima Prabhu**

**Objectives of the Subject:** *To familiarise the student with the concept of Marketing management and its techniques.*

**MODULE WISE LESSON PLAN**

<b>UNIT/ SESSION/ HOURS (TIME REQUIRED)</b>	<b>TOPICS FOR STUDENT PREPARATION (INPUT)</b>	<b>PROCEDURE (PROCESS)</b>	<b>LEARNING OUTCOME (OUTPUT)</b>	<b>ASSESSMENT</b>
<b>MODULE 1: Introduction to Marketing 06 Hr.</b>	Introduction Meaning, definition of market, marketing, marketing concept, marketing mix, functions of marketing.	Lecture and Discussion	To understand the basics of marketing management. To Familiarize the Students with the Meaning, Scope & objectives	Concept based illustrations, Descriptive Test, MCQ
	1 <sup>st</sup> CIA			
<b>MODULE 2: Product: 09 Hrs</b>	Meaning, product strategies, product attributes, product classifications,		To understand the Essentials of product, and product	

	Product life cycle, Branding, packaging, labeling	Lecture, & Discussion	strategies	Concept based illustrations, Question Paper. Test
<b>MODULE 3: Service Marketing 10 Hrs.</b>	Meaning, service mix, applications-hospital and tourism	Lecture, & Discussion	To explain the various approaches related to service marketing and applications	Concept based illustrations, Question Paper. Test
	2 <sup>nd</sup> CIA			
<b>MODULE 4: Advertising, Publicity and Event Management 15 Hrs.</b>	Meaning and definition, importance, advertising copy and layout, social and economic effect of advertising, Introduction to event management, principles, concepts and designing.	Lecture & Discussion	To explain the various techniques of advertisement and event management	Concept based illustrations, Question Paper evaluation & Test
<b>MODULE 5: Retail Marketing: 12 Hrs.</b>	Meaning, nature and classification, factors influencing, retailing, functions of retailing-the growing importance of retailing industry-Retail as a career.	Lecture, Discussion	To familiarize the students with the various dividend policies.	Concept based illustrations, Question Paper Problems & Solutions. Test
<b>Revision 4 Hrs.</b>	Revision from 1 <sup>st</sup> module to 5 <sup>th</sup> module. Revision of question papers.	Lecture, & Discussion	To provide the knowledge about the pattern of exam.	

## HOUR WISE LESSON PLAN

### SUBJECT: MARKETING MANAGEMENT

**Lecture Hours: 56 Hrs.**

<i>Sl. No.</i>	<i>Unit &amp; Objectives</i>	<i>No. of LH</i>	<i>Methodology/ Instructional Techniques</i>	<i>Evaluation</i>
<b>Module 1.</b>	<b>Introduction to Marketing</b>	<b>06</b>		<b>Question &amp; Answer, Tests</b>
1.	Introduction Meaning, definition of market	01	Lecture and Illustrations.	
2.	Marketing and marketing concept	01	Lecture and Illustrations.	
3.	Marketing mix and its elements	02	Lecture and Illustrations.	
4.	Functions of marketing	02	Lecture and Illustrations.	
<b>Module 2.</b>	<b>Product</b>	<b>09</b>		<b>Question &amp; Answer, Tests</b>
1.	Meaning and definition, features of product, product strategies	01	Lecture and Illustrations.	
2.	Product attributes and product classifications	02	Lecture & Discussions	
3.	Product life cycle	01	Lecture & Discussions	
4.	Branding –meaning, its features and types	02	Lecture & Discussions	
5.	Packaging- meaning, its features and types	02	Lecture & Discussions	
6.	Labeling	01	Lecture & Discussions	
<b>Module 3.</b>	<b>Service Marketing</b>	<b>10</b>		<b>Question &amp; Answer, Tests</b>
1.	Meaning and definition of service marketing, its features.	03	Lecture and Discussions.	
2.	Service mix	03	Lecture & Discussions	
3.	Applications of service marketing- Hospital	02	Lecture &	

			Discussions	
4.	Applications of service marketing- Tourism	02	Lecture & Discussions	
<b>Module 4.</b>	<b>Advertising, Publicity and Event Management</b>	<b>15</b>		<b>Question &amp; Answer, Tests</b>
1.	Meaning and definition of advertisement, features	02	Lecture and Discussions.	
2.	<i>Essentials</i> of advertising copy and its importance	03	Lecture & Discussions	
3.	Advertisement layouts	02	Lecture & Discussions	
4.	Social and Economic effects of advertising	01		
5.	Introduction to event management	03		
6.	Principles, concepts and designing.	04		
<b>Module 5.</b>	<b>Retail Marketing</b>	<b>12</b>		<b>Question &amp; Answer, Tests</b>
1.	Meaning, nature and classification of retail marketing	02	Lecture and Discussions.	
2.	Factors influencing retail marketing	02	Lecture and Discussions.	
3.	Retailing and functions of retailing	03	Lecture & Discussions	
4.	The growing importance of retailing industry	03	Lecture & Discussions	
5.	Retail as a career	02	Lecture & Discussions	
	<b>Revision</b>	<b>04</b>		

**Books for reference:**

1. **Marketing Management : Philip Kotler.**
2. **Marketing Management: Pillai and Bagavathi**
3. **Marketing Principles and Practices: Chunawala**
4. **Marketing Management: Rajan Saxena**
5. **Marketing Management- K.D. Basava**
6. **Fundamentals of Marketing-William J Stanton**

**Thanking You,  
Yours Faithfully,  
Prathima Prabhu**