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

LESSON PLAN 2018-2019 (Even Semester) Subject: Principles of Marketing

Prepared by: Jenisia Fathima Lasrado

Objectives of the Subject: To familiarize the students with Principles of Marketing and marketing techniques, since marketing opens up a lot of Business opportunities.

MODULE WISE LESSON PLAN

UNIT/ SESSION/	TOPICS FOR STUDENT PREPARATION	PROCEDURE	LEARNING OUTCOME	ASSESSMENT
HOURS	(INPUT)	(PROCESS)	(OUTPUT)	
(TIME	((0000,000,000,000,000,000,000,000,000,0	
REQUIRED)				
MODULE 1:	Introduction to	Power point	То	Assignment,
Introduction	marketing-meaning,	presentation,	Familiarize	Class test,
to marketing	definition of market,	Lecture,	the Students	Viva,
10 Hr.	marketing, marketing	Group	with	MCQ
	concepts, marketing mix,	discussion,	marketing	
	functions of marketing	Illustrations	concept, mix	
			and its	
	1.074 77		functions	
1500111		ng various Comp	T .	
MODULE	Product-meaning;	Power point	То	Assignment,
2:	product strategies,	presentation,	understand	Class test,
Product Life	product attributes,	Lecture,	the	Viva,
Cycle 10 Hrs.	product classifications,	Group	Importance of	MCQ
10 nrs.	PLC, Branding, packaging, labeling	discussion, Illustrations	PLC, branding,	
	packaging, labeling	illustrations	packaging	
			and labeling.	
	Service marketing,	Power point	To explain	Assignment,
MODULE 3:	introduction, meaning,	presentation,	the meaning	Class test,
Service	service mix, applications-	Lecture,	of Service	Viva,
Marketing	hospital and tourism	Group	marketing	MCQ
10 Hrs.		discussion,	mix and	
		Illustrations	applications	
2 nd CIA				
MODULE 4:	Advertising, publicity and	Power point	То	Assignment,
Advertising,	event management-	presentation,	understand	Class test,
publicity and	meaning and definition,	Lecture,	the various	Viva,
event	importance advertising	Group	types of	MCQ
management	copy and layouts, social	discussion,	Advertising,	
10 Hrs.	and economic effects of	Illustrations	publicity,	

	advertising. Introduction to event management,		event management	
	principles, concepts and		principles	
	designing.		and	
			designing	
MODULE 5:	Retail marketing-	Power point	To explain	Assignment,
Retail	meaning, nature	presentation,	the meaning	Class test,
marketing	classification, factors	Lecture,	and types of	Viva,
10 Hrs.	influencing, retailing,	Group	Retail	MCQ
	functions of retailing-the	discussion,	marketing,	
	growing importance of	Illustrations	functions of	
	retailing industry-Retail		retailing and	
	as a career		the growing	
			importance of	
			retailing	
			industry.	

HOUR WISE LESSON PLAN

Subject: Principles of Marketing

Lecture Hours: 50 Hrs.

Sl.	Unit & Objectives	No. of	Methodology/	Evaluation	
No.		LH	Instructional		
			Techniques		
Modul	INTRODUCTION TO MARKEING	10		Question &	
e 1.				Answer, Tests	
1.	Introduction to marketing-meaning	2	Lecture and		
	and definition of market		Illustrations.		
2.	Marketing concepts	2	Lecture and		
			Illustrations.		
3.	Marketing mix	3	Lecture and		
			Illustrations.		
4.	Functions of marketing	2	Lecture and		
			Illustrations.		
5.	Revision	1	Lecture and		
			Illustrations.		
	1 st C	CIA			
Visiting various Companies					
Module	Product Life Cycle	10		Question &	
2.				Answer, Tests	
1.	Product-meaning; product strategies	2	Lecture and		
			Illustrations.		
2.	Product attributes and product	2	Lecture and		
	classifications		Discussions.		
3.	Product life cycle, Branding	3	Lecture and		
			Discussions.		
4.	Packaging, labeling	3	Lecture and		

			Discussions.	
Module 3.	Service Marketing	10		Question & Answer, Tests
1.	Service marketing, introduction,	3	Lecture and	
	meaning and definition		Discussions.	
2.	service mix	4	Lecture and	
			Discussions.	
3.	applications- hospital and tourism	3	Lecture and	
			Discussions.	
	$2^{ m nd}$ (CIA		
Modul	Advertising, publicity and event	10		Question &
e 4.	management			Answer, Tests
1.	Advertising, publicity and event	2	Lecture and	
	management- meaning and		Discussions.	
	definition			
2.	Importance advertising copy and	2	Lecture and	
	layouts		Discussions.	
3.	Social and economic effects of	2	Lecture and	
	advertising		Discussions.	
4.	Introduction to event management	2	Lecture and	
			Discussions.	
5.	Principles, concepts and designing	2	Lecture and	
			Discussions.	
Modul	Retail marketing	10		Question &
e 5.				Answer, Tests
1.	Retail marketing introduction	2	Lecture and	
	meaning and nature,		Discussions.	
2.	Classification and factors	2	Lecture and	
	influencing retail marketing		Discussions.	
3.	Functions of retailing	2	Lecture and	
	3		Discussions.	
4.	Importance of retailing industry	2	Lecture and	
			Discussions.	
5.	Retail as a career	2	Lecture and	
			Discussions.	

References:

- 1. Marketing Management Philip Kotler.
- 2. Marketing principles and practices Chunawala.
- 3. Marketing Management Pillai and Bagavathi 4. Marketing Management Rajan Saxena