

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

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

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

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

HOUR WISE LESSON PLAN

Subject: Principles of Marketing

Lecture Hours: 50 Hrs.

Sl. No.	Unit & Objectives	No. of LH	Methodology/ Instructional Techniques	Evaluation
Module 1.	INTRODUCTION TO MARKETING	10		Question & Answer, Tests
1.	Introduction to marketing-meaning and definition of market	2	Lecture and 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 CIA Visiting various Companies				
Module 2.	Product Life Cycle	10		Question & Answer, Tests
1.	Product-meaning; product strategies	2	Lecture and Illustrations.	
2.	Product attributes and product classifications	2	Lecture and 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, meaning and definition	3	Lecture and Discussions.	
2.	service mix	4	Lecture and Discussions.	
3.	applications- hospital and tourism	3	Lecture and Discussions.	
2 nd CIA				
Module 4.	Advertising, publicity and event management	10		Question & Answer, Tests
1.	Advertising, publicity and event management- meaning and definition	2	Lecture and Discussions.	
2.	Importance advertising copy and layouts	2	Lecture and Discussions.	
3.	Social and economic effects of advertising	2	Lecture and Discussions.	
4.	Introduction to event management	2	Lecture and Discussions.	
5.	Principles, concepts and designing	2	Lecture and Discussions.	
Module 5.	Retail marketing	10		Question & Answer, Tests
1.	Retail marketing introduction ,meaning and nature	2	Lecture and Discussions.	
2.	Classification and factors influencing retail marketing	2	Lecture and Discussions.	
3.	Functions of retailing	2	Lecture and 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