

## Lesson Plan 2019

**Course Name: BBE**

**Paper Name: Marketing Management**

**Semester: IV**

### **Tentative Schedule**

#### **(1<sup>st</sup> January – 31<sup>st</sup> January)**

##### **UNIT I: INTRODUCTION**

Importance and Scope of Marketing, Core Marketing Concepts, Company Orientations, Marketing Myopia

##### **UNIT II: MARKETING ENVIRONMENT AND COMPETITIVE ANALYSIS**

Marketing Environment: Scanning the Indian Marketing Environment

Competitive Analysis: Michael Porter's Model of Competitive analysis, BCG Matrix, ANSOFF Matrix, SWOT Analysis.

##### **UNIT III: SEGMENTATION, TARGETING AND POSITIONING**

Market Segmentation: Levels of segmentation, Marketing segmentation Procedure, Bases for segmenting Consumer Markets, VALS segmentation

#### **(1<sup>st</sup> February – 28<sup>th</sup> February)**

Market Targeting: Evaluating and Selecting Market Segments.

Positioning: Positioning Statement, determining which positioning to promote, positioning possibilities, Points-of-Parity, Points-of-Difference

##### **UNIT IV: PRODUCT**

Product life cycle: The Concept and its Strategic Implications, Product Mix, Product line decisions, Differentiation, Branding, Brand Repositioning Services

##### **UNIT V: PRICING**

Significance of pricing, factors influencing pricing, pricing objectives

#### **(1<sup>st</sup> March – 31<sup>st</sup> March)**

Pricing Strategies and Procedure, psychological pricing

##### **UNIT VI: DISTRIBUTION**

Channels: Channel Functions and Flows, Channel Levels, Channel Integration and Systems

Retailing: Types of retailers, marketing decisions in retailing

Wholesaling: Types of wholesalers

##### **UNIT VII: PROMOTION**

Promotion Mix, Integrated Marketing Communication Advertising, Media and measuring advertising effectiveness.

#### **(1<sup>st</sup> April – 30<sup>th</sup> April)**

Sales promotion, Events and Experiences, Public Relations and Publicity, Direct Marketing, Interactive Marketing, Word of Mouth, Personal selling

**UNIT VIII: EMERGING TRENDS IN MARKETING**

Ethics in Marketing, Relationship marketing, Holistic marketing, Green marketing, Political marketing, Rural marketing, People, Processes and Physical Evidence as other 'P's of Marketing Mix.