

CURRICULAR PLANNER

PROGRAMME NAME: BCH & BCP, Semester III

COURSE NAME: Principles of Marketing

SEMESTER DURATION: August to December

WEEK	TOPIC(S)	TEACHING METHODOLOGY ADOPTED/CONTINUOUS INTERNAL EVALUATION
1-3	Introduction to Marketing: Meaning, Scope and Importance; Marketing Philosophies.	Classroom Teaching
4-6	Marketing Mix for goods and services, need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors -demographic, economic, natural, technological, politico-legal, and socio-cultural.	Classroom Teaching, Quizzes and Games
7-8	Consumer Behaviour: Need for studying consumer behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions.	Classroom Teaching, Problem solving
9-10	Market Selection: Market Segmentation: Concept and Bases. Market Targeting, Product Positioning – concept and basiss.	Q & A Session, Problem solving
11	Product Decisions: Concept and classification; Levels of Product. Product- mix; Branding- concept, types, significance, qualities of the good brand name	Students' presentation, PPT
12-13	Packaging and Labeling-types and functions; Product support service; Product life cycle.	Classroom Teaching, Brain Storming
14-15	Factors affecting the price of a product; Skimming and Penetration pricing. Distribution Decisions: Channels of distribution- types and functions; Distribution logistics decisions.	Role Play, Real world examples

16	Revision and Tests	Remedial classes, Case Studies
17	Promotion Decisions: Communication process; Importance of Promotion. Promotion mixes tools, Developments in Marketing	Classroom Teaching, Group projects