

CURRICULAR PLANNER

PROGRAMME NAME: BCH, Semester V

COURSE NAME: Principles of Marketing

SEMESTER DURATION: August to December

Week	Unit	Topic	Teaching Methodology
1-3	Unit 1	Introduction to Marketing: Meaning, nature, scope, Marketing philosophies.	PPT, Discussion
4-6	Unit 2	Marketing environment; need, Environmental factors: Micro, Macro factors. Micro- suppliers, Competitors, Marketing intermediaries, Customers, Public	PPT, Discussion
7-8	Unit 2	Macro- Demographic, Economic, Technological, Legal. Natural factors	Flip Classroom, PPT, Discussion
9-10	Unit 3	Consumer Behaviour – Need, Types of Behaviour, Stages in Consumer Buying Decision Process, Factors influencing buying decisions	Google quiz 1
11	Unit 3	Market Selection: Concept, Importance, Levels and bases of segmentation. Market Targeting: Concept, factors affecting the choices for targeting. Product positioning: Concept and bases, Product Differentiation.	PPT, Discussion Class test 1
12-13	Unit4	Product Decision- Concept, classification, levels of product, product mix. Branding- concept, functions, types and qualities of a good brand. Packaging and labelling. Product support services	PPT, discussion
		New Product Development- Product life cycle, strategies.	PPT, Discussion Google Quiz 2

14-15	Unit5	<p>Pricing Decisions: Objectives, factors affecting pricing, Pricing methods and strategies</p> <p>Distribution- Meaning and importance of distribution channels, types, functions, factors affecting choice of channels of distribution</p>	<p>PPT, Discussion Goole Quiz 3 Class Test 2</p>
16		<p>Promotion Decisions- communication process, importance of promotion, Promotion mix, characteristics of advertising, personal selling, sales promotion, publicity, direct marketing</p> <p>Contemporary issues in Marketing- Relationship marketing, Sustainable marketing, Rural marketing, digital marketing</p> <p>Revision</p>	