

## LESSON PLAN

### MBA

**Subject** : **MARKETING MANAGEMENT**  
**Name of the Faculty** : Dr. Amitabh Nanda  
**Academic Session** : 2016-17  
**Semester** : 1<sup>ST</sup> Semester (July to December, 2017)  
**Stream** : MBA 2016-18

SL NO	LEC NO	TOPIC	IMPORTANT SUB POINTS
1	1&2	Nature & Scope of Marketing	<ul style="list-style-type: none"><li>• Nature</li><li>• Scope</li><li>• Importance</li></ul>
2	3	Core concepts of Marketing.	<ul style="list-style-type: none"><li>• Concept of NEED, WANT &amp; DEMAND</li><li>• Hierarchy of needs</li><li>• Customer Value</li><li>• Exchange</li><li>• Customer Satisfaction</li><li>• Customer Delight</li><li>• Customer Loyalty</li><li>• 80: 20 Principle</li></ul>
3	4&5	Core concepts of Marketing.	<ul style="list-style-type: none"><li>• Production Concept</li><li>• Product Concept</li><li>• Concept of Marketing Myopia</li><li>• Selling Concept</li><li>• Marketing Concept</li><li>• Customer Concept</li><li>• Societal Marketing Concept</li></ul>
4	6&7	Marketing v/s Market,	<ul style="list-style-type: none"><li>• What is marketing</li><li>• What is a market</li><li>• What is marketed</li><li>• Who markets</li><li>• Key customer markets</li></ul>
5	8&9	Marketing Mix – MC Carthy's 4P's <b>(CASE STUDY)</b>	<ul style="list-style-type: none"><li>• Developing the Marketing Mix</li><li>• Product, Price, Place, Promotion</li></ul>

			<ul style="list-style-type: none"> <li>• <b>Marketing mix of Horlicks</b></li> </ul>
6	10&11	Marketing Mix – Boom & Bltners 7 P's	<ul style="list-style-type: none"> <li>• Marketing Mix in Services Marketing</li> <li>• Additional Dimensions (People, Process, Physical Evidence)</li> <li>• Service Quality.</li> </ul>
7	12	Mega Marketing concept	
8	13	Marketing Environment	<ul style="list-style-type: none"> <li>• What is Marketing Environment?</li> <li>• Micro environment. <ul style="list-style-type: none"> <li>- The company</li> <li>- The suppliers</li> <li>- The Marketing Intermediaries</li> <li>- The Customers</li> <li>- The competitors</li> <li>- The Publics</li> </ul> </li> <li>• Macro environment. <ul style="list-style-type: none"> <li>- Demographic</li> <li>- Economic</li> <li>- Natural</li> <li>- Technological</li> <li>- Political</li> <li>- Legal</li> <li>- Cultural</li> </ul> </li> </ul>
9	14&15	Need for analyzing Marketing Environment	<ul style="list-style-type: none"> <li>• To understand need and trends</li> <li>• To identify major forces</li> </ul>
10	16&17	Market Segmentation	<ul style="list-style-type: none"> <li>• Definition</li> <li>• Needs</li> <li>• Benefits</li> </ul>
11	18&19	Bases for market segmentation of consumer goods & industrial goods, <b>(PRESENTATION)</b>	<ul style="list-style-type: none"> <li>• Segmenting consumer markets</li> <li>• Segmenting business markets</li> </ul>
12	20&21	Criteria for effective segmentation. <b>(CASE STUDY)</b>	<ul style="list-style-type: none"> <li>• Measurability</li> <li>• Accessibility</li> <li>• Sustainability</li> <li>• Actionability</li> </ul> <p>Market segmentation of Titan watches <b>(Case Study)</b></p>
13	22&23	Targeting	<ul style="list-style-type: none"> <li>• Concepts</li> <li>• Selecting target market segment</li> <li>• Evaluating Target market</li> </ul>
14	24&25	Positioning:	<ul style="list-style-type: none"> <li>• Definition</li> <li>• Concepts of differentiation &amp; positioning</li> <li>• Positioning through value</li> </ul>

			<ul style="list-style-type: none"> <li>proposition</li> <li>• Point of difference (POD) AND Point of Parity (POP)</li> </ul>
15	26	Consumer Behaviour,	<ul style="list-style-type: none"> <li>• Meaning &amp; Importance</li> <li>• Buyer behavior models</li> <li>• Factors of consumer buying behavior</li> <li>• Five steps buyer decision process.</li> </ul>
16	27	Organizational Buying behavior	<ul style="list-style-type: none"> <li>• Factors of Organizational buying behavior</li> <li>• Stages of organizational buying process</li> </ul>
17	28	Meaning of product, Goods & Services Continuum,	<ul style="list-style-type: none"> <li>• Core product</li> <li>• Basic product</li> <li>• Expected product</li> <li>• Augmented product</li> <li>• Potential Product</li> </ul> <p>Product Components:</p> <ul style="list-style-type: none"> <li>• Core Product</li> <li>• Associated Features Vs Benefits</li> <li>• Brand name</li> <li>• Logo</li> <li>• Package</li> <li>• Label</li> <li>• Goods &amp; Services Continuum</li> </ul>
18	29	Classification of products	<p>consumer products</p> <ul style="list-style-type: none"> <li>• Convenience goods</li> <li>• Shopping goods</li> <li>• Specialty goods</li> <li>• Unsought goods</li> </ul> <p>Industrial products</p> <ul style="list-style-type: none"> <li>• Minerals and parts</li> <li>• Capital Items</li> <li>• Supplies</li> </ul>
19	30	Product Mix	<ul style="list-style-type: none"> <li>• Length</li> <li>• Width</li> <li>• Depth</li> <li>• Consistency.</li> <li>•</li> </ul>
20	31	Product Life Cycle	<ul style="list-style-type: none"> <li>• Concept</li> <li>• Stages</li> <li>• Characteristics of Product Life Cycle. Relevance of PLC and Strategies across stages of the PLC.</li> </ul>
21	32	New Product Development  <b>Case Study</b>	<ul style="list-style-type: none"> <li>• Stages of New Product Development</li> <li>• <b>Curve Television case study</b></li> </ul>
22	33	Branding , Packaging&	<ul style="list-style-type: none"> <li>• Introduction to Branding</li> </ul>

		Labeling	<ul style="list-style-type: none"> <li>• Meaning of a brand</li> <li>• Product Vs. Brand</li> <li>• Brand equity &amp; brand elements.</li> <li>• Meaning &amp; role of Packaging &amp; Labeling</li> </ul>
23	34	Pricing Basics Setting the Price	<ul style="list-style-type: none"> <li>• Meaning &amp; Importance</li> <li>• Factors Influencing pricing decisions.</li> <li>• Setting pricing objectives</li> <li>• Determining demand</li> <li>• Estimating costs</li> <li>• Analyzing competitors' pricing</li> <li>• Selecting pricing method, Pricing approaches</li> <li>• Setting final price</li> </ul>
24	35	Marketing Channels	<ul style="list-style-type: none"> <li>• The Role of Marketing Channels</li> <li>• Channel functions &amp; flows</li> <li>• Channel levels.</li> </ul>
25	36	Channel Design Decisions Channel Options	<ul style="list-style-type: none"> <li>• Analyzing customers' desired service output levels</li> <li>• Establishing objectives &amp; constraints</li> <li>• Identifying &amp; evaluating major channel alternatives.</li> <li>• Introduction to Wholesaling, Retailing, Franchising, Direct marketing, E-Commerce Marketing Practices.</li> </ul>
26	37	Logistics Decisions Promotion:	<ul style="list-style-type: none"> <li>• Order processing</li> <li>• Warehousing</li> <li>• Inventory</li> <li>• Transportation.</li> <li>• The role of marketing communications in marketing effort.</li> <li>•</li> </ul>
27	38		<ul style="list-style-type: none"> <li>• Communication Mix Elements : Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing</li> <li>• Concept of Integrated Marketing Communications (IMC)</li> </ul>

28	39	Product Level Planning	<ul style="list-style-type: none"> <li>• Levels of marketing plan</li> <li>-Strategic Plan</li> <li>-Marketing Plan</li> <li>-Tactical Plan</li> <li>• Nature &amp; contents of Marketing Plans: <ul style="list-style-type: none"> <li>- Executive Summary</li> <li>- Situation Analysis</li> <li>-Marketing Strategy</li> <li>-Financials</li> <li>-Control.</li> </ul> </li> </ul>
29	40	Contemporary topics	<ul style="list-style-type: none"> <li>• Viral marketing</li> <li>• Guerrilla marketing</li> <li>• societal marketing</li> <li>• Relationship marketing</li> <li>• Green marketing</li> <li>• digital marketing,</li> </ul>

Books	Name	Publisher with Edition
Text Book :	Marketing Management: Kotler, Keller, Koshy, Jha	Pearson
	Marketing Management, Ramaswamy & Namakumari, 3 <sup>rd</sup> e	Macmillan
Reference Book :	Marketing Management, Karunakaran,	HPH

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