

LESSON PLAN

MBA

Subject : **MARKETING MANAGEMENT**
Name of the Faculty : Dr. Amitabh Nanda
Academic Session : 2016-17
Semester : 1ST 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">• Nature• Scope• Importance
2	3	Core concepts of Marketing.	<ul style="list-style-type: none">• Concept of NEED, WANT & DEMAND• Hierarchy of needs• Customer Value• Exchange• Customer Satisfaction• Customer Delight• Customer Loyalty• 80: 20 Principle
3	4&5	Core concepts of Marketing.	<ul style="list-style-type: none">• Production Concept• Product Concept• Concept of Marketing Myopia• Selling Concept• Marketing Concept• Customer Concept• Societal Marketing Concept
4	6&7	Marketing v/s Market,	<ul style="list-style-type: none">• What is marketing• What is a market• What is marketed• Who markets• Key customer markets
5	8&9	Marketing Mix – MC Carthy's 4P's (CASE STUDY)	<ul style="list-style-type: none">• Developing the Marketing Mix• Product, Price, Place, Promotion

