

**DR MPS GROUP OF INSTITUTIONS
COLLEGE OF BUSINESS STUDIES, AGRA**

INSTRUCTIONAL PLAN (MODIFICATION PROPOSED – SUBJECT TO STUDENTS PARTICIPATION AND INTERACTION)

Faculty : Ajay Raj Singh

ALLOCATED LECTURES ARE BASED ON STUDENT INTERACTION AND PARTICIPATION. SESSIONS REQUIRED MAY VARY, DEPENDING ON CLASS ATTENDANCE AND STUDENT INVOLVEMENT.

LAST SESSION TOOK 47 LECTURE TO COMPLETE THE SYLLABUS.

First Semester: _August, 2019

Course No. _NMBA 016 ___ Course Title: __Marketing Management

Textbook: (Book Bank – Given to Student)

1. Marketing Management, Dr. R.L. Varshney

Other specific books:(Reference)

1. Ramaswamy V.S. and Namakumari S - Marketing Management
2. Rajan Saxena: Marketing Management, Tata McGraw Hill.
3. Philip Kotler- Principles of Marketing 13 edition
4. Tapan Panda- Marketing Management (Excel books)
5. K. Karnakuran- Marketing Management (HPH)

Detailed Plan for Lectures.

Lecture No. Each Lecture of min. 45 minutes duration	Topic	Chapters/ Sections of Textbook/ other reference ¹	Assignment/ Task to be assigned to students		Pedagogical aid Demonstration/ case study/ images/ animations etc.
			DOA	DOS	
1	Introduction: Nature and scope of marketing	Ch1			
2	Evolution	Ch1			
3	Various Marketing Orientations	Ch1			
4	Core Concepts of marketing	Ch 1	A1		
5	Customer Value and the value delivery Process	Ch 2 & Ch5			
6	Marketing challenges in the globalised economic scenario.	Ch 21			
7	Understanding Consumer Behaviour- Buying motives	Ch 6 & Ch 7			
8	Factor influencing buying motives	Ch 7	A2		
9	Buying habits, stages in consumer buying decision process	Ch 7			
10	Types of consumer buying decisions, Business buying and Business buying process.	Ch 7			Case Study

11	UNIT-2 Introduction: Market Segmentation, Targeting, Positioning meaning	Ch 8			
12	Factors influencing segmentation, Market Aggregation, Basis for segmentation,	Ch 8	A3		
13	Segmentation of Consumer and Industrial markets.	Ch 8			
14	Targeting: Meaning, Basis for identifying target customers,.	Ch 8			
15	Target Market Strategies	Ch-8			
16	Positioning: Meaning, product differentiation strategies, tasks involved in positioning.	Ch 8			
17	Tasks involved in positioning.	Ch-8			
18-19	Branding: Concept of Branding, Brand Types, Brand equity, Branding Positioning.	Ch 9& Ch 10	A4		Case Study
20-21	UNIT-3 Product Decisions: Concept, product hierarchy, new product development, diffusion process,	Ch11&Ch 12			
22	Product Life cycle	Ch 11			
23-24	Product mix strategies and merchandise planning and strategies	Ch 11			
25-26	Packaging / Labeling: Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging	Ch 12			
27	Pricing Decisions: Pricing concepts for establishing value	Ch 13			
28-29	Pricing strategies-Value based, Cost based, Market based, Competitor based	Ch. 13			
30-31	New product pricing – Price Skimming & Penetration pricing	Ch. 13 &14	A5		Case Study
32-33	UNIT-4 Place Decision: Meaning, Purpose, Channel alternatives,	Ch. 14 & 15			
34	Factors affecting channel choice, Channel design and Channel management decisions,	Ch. 15			
35	Channel conflict, Distribution system, Multilevel Marketing (Network Marketing)	Ch 15			
36	Advertising: Advertising Objectives, Advertising Budget, Advertising Copy	Ch. 18			
37	AIDA model, Advertising Agency Decisions,	Ch. 18			

38	Public Relation: Meaning, Objectives, Types, Functions of Public Relations.	Ch. 18			
39	Sales Promotion: Sales Promotion Mix, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion,	Ch.19			
40	Personal selling: Concept, Features, Functions, Steps/process involved in Personal Selling,	Ch. 19	A6		Case Study
41	UNIT-5 Direct Marketing: Meaning, Features, Functions,	Ch 19,20&21			
42-43	Growth and benefits of direct marketing, different forms, online marketing, and policy issues in Direct Marketing	Ch 19,20&21			
44-46	Global Marketing: current scenario, Global Marketing environment	Ch 19,20&21			
47	Entry strategies, Global P's of Marketing.	Ch 19,20&21	A7		Case Study

Scheme for Class Assessment: (out of 30):

Component	Frequency	Marks out of 30
Attendance	Continuous	5
Case Study, Assignments		5
Term paper	Three	20

P.S.:

No class notes or handouts will be given, as all the classes will be based on analytical interaction. Students are expected to come prepared in class with their own understanding and notes written by themselves based on suggested chapter readings.