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Name of Faculty: Ms.Poonam Dagar

Department: Business Administration

Course Title: Marketing Management

Course Number: MBA 202

Semester/Section: 2<sup>nd</sup> SEM , MBA

Session: JAN2018 – April 2018

**Instruction Plan Details :**

Lecture No.	Topics to be covered	References	Remarks
<b>Plan for course, to be covered before 1<sup>st</sup> sessional Exam</b>			
	<b>SECTION-A</b>		Numbers of lecture require
	Marketing Management-nature and scope		1
	Difference B/W marketing and selling		1
	Philosophies of marketing		1
	Attracting Customer-Process		1
	Retaining and developing relationship with customer		1
	Marketing environment		1
	Market Research- Meaning, Process		1
	Marketing Information System, Marketing Intelligence		1
	Ethical issues in marketing		1
	<b>CLASS TEST</b>		1
<b>TOTAL</b>			<b>10</b>
	<b>SECTION-B</b>		
	Understanding Consumer Behavior		1
	Factors Influencing Consumer buying behaviour		1
	Factors Influencing Organisational buying behaviour		1
	Buying Motives		1
	Stages in buying decision		1
	Market segmentation		1
	positioning and targeting		1
	Marketing Strategies at diff stages of PLC		1
	New product development process		1
	<b>CLASS TEST</b>		1
<b>TOTAL</b>			<b>10</b>

<b>SECTION-C</b>			
	product mix and product line decisions		1
	branding and packaging decisions		2
	pricing strategies		1
	Selection of marketing channels		1
	wholesaling and retailing		1
	Promotion Mix		2
	<b>CLASS TEST</b>		1
<b>TOTAL</b>			<b>9</b>
<b>SECTION -D</b>			
	Marketing organization Structures		1
	Implementation and control of marketing programme		1
	Sales forecasting Methods		2
	Green Marketing & Event Marketing		1
	Direct Marketing & Network Marketing		1
	Holistic marketing, permission marketing & social marketing		1
	<b>CLASS TEST</b>		1
<b>TOTAL</b>			<b>8</b>

**Reference Books:**

1. Kotler and Armstrong, Principles of Marketing; PHI, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Kumar, Arun and Meenakshi, N. , Marketing Management, Vikas Publication

**Signature of Faculty Member**

**HOD/Principal/Academic Coordinator**

**Date:**