

Lesson Plan  
Marketing Management

Week	Topics	Remarks
1	Introduction: - Nature, Scope, Importance of marketing;	Group discussion And Question invitation
2	Marketing concepts- Traditional and Modern. Market Segmentation: - Concept, Importance and basis of market segmentation.	Question invitation
3	Consumer Behavior: - Nature, Scope, Importance, Factors affecting buyer behavior.	Group discussion
4	Product Planning and Development: - Importance and scope of product Planning in marketing; Stages of New product development.	Question invitation
5	Product Lifecycle: - Stages of Product life cycle; factors affecting product life cycle.	Group discussion
6	Branding and Trademark: - Difference between brand and trademark;	Question invitation
7	Advantages and criticism of branding; types of branding; Brand Policies and Strategies.	Group discussion
8	Pricing: - Meaning; Importance, Factors affecting pricing, pricing objectives, Types of price policy and pricing strategies.	Question invitation Class test
9	Advertising: - Concept; Importance and criticism of advertising;	Group discussion
10	Media of advertising; Evaluating advertising effectiveness.	Question invitation
11	Sales Promotion: - Importance, Methods, Functions and Publicity.	Group discussion
	Revision	

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