JHARKHAND Rai University
UGC RECOGNISED UNIVERSITY
ACCREDITED BY NAAC

Lesson Plan & Tracking

Programe : BBA LOGISTIC	**Session : 2021-24**	**Year : 2nd**	**Sem: 3**
Course: MARKETING MANAGEMENT			
Name of the Faculty: ANJALI KUMARI	**Commencement Date:29/8/2022**	**Date of Closure:**	

Lecture No.	Week	Unit	Topics to be Covered	Blended Mode			Date	Duration	Tracking of Lectures	Related Course Outcome	Signature of Faculty	Signature of HoD	Remarks (if any)
				ICT Tool/Platform/ LMS	Resources	Activity							
1	1	Unit1	Meaning and concept of marketing										
2		Unit1	Sales Concept, Marketing concept, Social Marketing, Societal marketing										
3		Unit1	Marketing Mix, 4Ps of Marketing										
4	2	Unit1	Marketing Environment of India										
5		Unit2	Consumer Behaviour- Factors influencing buying behaviour										
6		Unit2	Consumer buying decision process - Buying motives - influences										
7	3	Unit2	Market segmentation- criteria- bases of segmentation- benefit										
8		Unit2	Marketing research process:Defining reseach Problem										
9		Unit2	Research objective research techniques										
10	4	Unit3	Production planning & Development - defination, classification of product										
11		Unit3	Stages of Product Life Cycle (PLC) and Factors affecting PLC										

12		**Unit3**	Product Planning - Genesis and Importance of Product Planning in Marketing										
13	**5**	**Unit3**	Product Development: Meaning, Principle of Product Development										
14		**Unit3**	Stages of New Product Development and Factors affecting development of New Products.										
15		**Unit3**	Pricing-Meaning, Objectives, Price Policies										
16	**6**	**Unit3**	Strategies and Methods of fixing prices.										
17		**Unit4**	Distribution Channel-meaning, Types of Distribution channel-Direct & Indirect.										
18		**Unit4**	Role of intermediaries and distribution channel management.										
19	**7**	**Unit4**	Channel Management Decisions, Returns Management and Reverse Logistics.										
20		**Unit4**	Promotion - elements of promotion mix-Advertising, sales promotion										
21		**Unit4**	personal selling and sales management. Public and customer relations										
22	**8**	**Unit4**	direct and online marketing										
23		**Unit4**	multilevel marketing-the new marketing model.										
24		**Unit5**	An overview. Advertising, sales promotion, personal selling and sales management.										
25		**Unit5**	Public and customer relations, direct and online marketing										

26	**9**	**Unit5**	multilevel marketing-the new marketing model.										
27		**Unit5**	Marketing and society-Social responsibility and ethical issues in marketing										
28	**10**	**Unit5**	Global marketing program. The old and new economies. Demand side marketing.										
29		**Unit5**	Legal issues in marketing. marketing skills, Brand marketing skills, CRM										
30		**Unit5**	Marketing in Indian Context. Marketing in 21st Century										
31	**11**		Revision										
32			Revision										
33			Revision										