

<b>Lesson Plan No. 2.8</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Establishing Brand Positioning</b>	<b>Course No.: BCMMJ-403</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>Understand the concept of brand positioning and its importance in marketing.</li> <li>Identify the key components of brand positioning.</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>a. Powerpoint Presentation</li> <li>b. Chalk and Talk</li> </ul>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>1. <b>Introduction (5 minutes)</b>            Ask questions            What do you mean by Brand Positioning?            What is its importance in marketing?            Types of market?            Why there is a need to understand both the concepts?</li> <li>2. <b>Development (30 minutes)</b>            Discuss the key components of brand positioning, including:           <ul style="list-style-type: none"> <li>a. Target market</li> <li>b. Unique value proposition (UVP)</li> <li>c. Competitive differentiation</li> </ul> </li> <li>3. <b>Exercise (5 minutes) –</b>            -Ask students to recall the advertisements they can remember and why.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Homework           <ul style="list-style-type: none"> <li>- To go through the concept of market and marketing as discussed in the class.</li> </ul>           Spend 5 minutes to wrap up and consolidate the learnings  <a href="https://www.youtube.com/watch?v=CbNTcvzrpBY">https://www.youtube.com/watch?v=CbNTcvzrpBY</a>  <a href="https://www.youtube.com/watch?v=gPd5NwdkUpY">https://www.youtube.com/watch?v=gPd5NwdkUpY</a>            Suggested Readings: Marketing Management by Philip Kotler         </li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents