



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

Department of BBA (BFSI)

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Marketing Management
2.	Course Code	BFSMJ-302
3.	Academic Year	2024-2025
4.	Semester	3rd
5.	Number of Lesson plans	48
6.	Faculty Assigned	Dr. Parul Sharma

Faculty Signature



Lesson Plan No. 1	Course Name: Marketing Management Topic: Introduction to Marketing	Course No.: BFSMJ-302
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Objectives	At the end of the lesson the student shall be able to: a. Understand the definition of marketing. b. Identify the scope and significance of marketing in business.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Start the class by asking, "What comes to your mind when you hear the term 'marketing'? How do you think it impacts our daily lives?" This will engage students and prompt them to share their perceptions of marketing.Development (30 minutes)<ul style="list-style-type: none">Marketing is the process of promoting, selling, and distributing a product or service.Key points include:<ul style="list-style-type: none">Definition: Marketing encompasses activities aimed at creating value for customers.ScopeMarket researchAdvertisingSalesCustomer serviceDigital marketing and social mediaImportance:<ul style="list-style-type: none">Creates awarenessGenerates interestDrives salesBuilds customer loyaltyExercise (5 minutes)Summarizing
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading https://www.investopedia.com/terms/m/marketing-mix.aspSpend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">Reflective Questions (What, Why, Who?). Allow students to answer and discuss. What is your understanding of marketing?



	<p>Why do you think marketing is important for businesses?</p> <p>Can you name some marketing activities you encounter daily?</p> <p>Spend 5 minutes evaluating student assimilation of the lesson contents</p>
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Lesson Plan No. 2	Course Name: Marketing Management Topic: Evolution of Marketing Concepts	Course No.: BFSMJ-302
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Objectives	At the end of the lesson the student shall be able to: a. Trace the evolution of marketing concepts. b. Discuss key milestones in marketing history.
Teaching Aids (if any)	a. Power point presentation
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes) Begin by asking, "How do you think marketing has changed over the decades? What might have influenced these changes?" This will encourage students to think critically about the factors that shape marketing.Development (30 minutes)<ul style="list-style-type: none">- The evolution of marketing can be divided into several key phases:<ul style="list-style-type: none">- Production Era: Focus on efficiency and mass production.- Sales Era: Emphasis on selling techniques and aggressive sales tactics.- Marketing Era: Shift towards understanding customer needs and preferences.- Relationship Marketing Era: Focus on building long-term relationships with customers.- Digital Era: Integration of technology and data analytics into marketing strategies.- Exercise (5 minutes)- Think Pair Share
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading https://openstax.org/books/principles-marketing/pages/1-4-evolution-of-the-marketing-conceptSpend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">Reflective Questions (What, Why, Who?). Allow students to answer and discuss. What are the main phases in the evolution of marketing? How did consumer behavior influence marketing strategies? What marketing era do you think is most relevant today?



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	Spend 5 minutes evaluating student assimilation of the lesson contents
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