



Kot Bhalwal, Jammu



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

## Department of B. Com/BCA/BBA

### Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	<b>Principles of Marketing Management</b>
2.	Course Code	<b>BCMMJ-403</b>
3.	Academic Year	2025
4.	Semester	4 <sup>th</sup>
5.	Number of Lesson plans	40
6.	Faculty Assigned	Dr. Vibhu Johar

*Vibhu Johar*

Faculty Signature



**Course Title:** Principles of Marketing Management

**Course Code:** BCMMJ-403

**Mode of Delivery:** Interactive Lectures, Case Studies, Discussions, Videos, and Assessments

**Why This Subject?** This course provides a foundational understanding of marketing principles and their application in today's dynamic business environment. Students will learn core marketing concepts, strategies, and tools necessary for success in various marketing roles.

**Course Objectives (COs):**

- CO1: Understand the concepts and principles of marketing.
- CO2: Articulate Segmentation, Targeting, and Positioning strategies.
- CO3: Analyze the product and product brand relationships.
- CO4: Illustrate the factors affecting Consumer buying behavior.
- CO5: Evaluate the recent trends in marketing.

**Unit-Wise Breakdown & Lesson Plan:**

**Section A**

**Unit I: Introduction to Marketing (10 Hrs)**

- **Topics Covered:** Definition and scope of marketing; Concepts of needs, wants, and demands; Evolution of Marketing Philosophy; Marketing Channels and Media Types; Marketing Environment and Functions; Marketing Mix – 4Ps and 4A's; Importance and factors affecting the marketing mix.
- **Learning Outcomes:** Understand the fundamental concepts of marketing, its evolution, and the various components of the marketing mix.
- **Open-ended Questions:** How has the concept of marketing evolved over time? How do the 4Ps and 4A's interact and influence marketing success?
- **Suggested Activity:** Students analyze a company's marketing mix and identify its strengths and weaknesses.  
  
[https://www.google.com/search?sca\\_esv=d9567ae999c402f1&q=principles+of+marketing&udm=7&fbs=ABz](https://www.google.com/search?sca_esv=d9567ae999c402f1&q=principles+of+marketing&udm=7&fbs=ABz)
- **Assessment:** Short quiz on key definitions and concepts; Case study analysis of a company's marketing environment.

**Unit II: Market Segments, Targets, and Brand Positioning (10 Hrs)**



- **Topics Covered:** Market Segmentation – Concept, variables, process, levels, and need; Market Targeting – Concept and Techniques; Positioning – Concept, Frame of Reference, POP vs. POD, Establishing Brand Positioning.
- **Learning Outcomes:** Learn the process of market segmentation, targeting, and positioning, and understand the importance of creating a unique brand identity.
- **Open-ended Questions:** How does effective market segmentation benefit a company? What are the key differentiators between points-of-parity and points-of-difference?
- **Suggested Activity:** Students develop a segmentation, targeting, and positioning strategy for a hypothetical product.  
<https://www.youtube.com/watch?v=NPqEdQDraho>
- **Assessment:** Presentation of segmentation, targeting, and positioning strategies; Peer feedback session.

### Unit III: Product (10 Hrs)

- **Topics Covered:** Meaning & Classification of products; New Product Development; Reasons for failure of new products; Product Life Cycle; Branding – Types of brand, Brand Equity, Brand Loyalty; Product and Brand Relationships; Service Marketing – Concept and 7 P's of Service Marketing.
- **Learning Outcomes:** Understand product classification, new product development, branding strategies, and the unique aspects of service marketing.
- **Open-ended Questions:** What are the key stages in the product life cycle? How can companies build strong brand equity?
- **Suggested Activity:** Students analyze the product portfolio of a well-known company and suggest improvements.  
<https://www.youtube.com/watch?v=CUtsYPGydKk>
- **Assessment:** Case study analysis of a new product launch (successful or unsuccessful); Development of a marketing plan for a service.

### Section B

### Unit IV: Analyzing Consumer Markets (9 Hrs)

- **Topics Covered:** Factors influencing Consumer Behavior; The Buying Decision Process: The Five-Stage Model; Moderating effects on Consumer decision-making; Behavioral Decision Theory and Behavioral Economics.
- **Learning Outcomes:** Understand the various factors influencing consumer behavior and the stages involved in the buying decision process.



- **Open-ended Questions:** How do cultural, social, personal, and psychological factors influence consumer behavior? What are the limitations of the traditional five-stage model of the buying process?
- **Suggested Activity:** Students conduct a consumer behavior study on a specific product category.
- **Assessment:** Consumer behavior research report; Class discussion on behavioral decision theory.

#### Unit V: Trends in Marketing Practices (9 Hrs)

- **Topics Covered:** Internal Marketing; Socially Responsible Marketing; Cause-Related Marketing; Online Marketing; Mobile Marketing; Green Marketing; Rural Marketing.
- **Learning Outcomes:** Become familiar with current trends in marketing and their implications for businesses.
- **Open-ended Questions:** How can companies integrate social responsibility into their marketing strategies? What are the challenges and opportunities in online and mobile marketing?
- **Suggested Activity:** Students research and present on a specific marketing trend.  
<https://www.youtube.com/watch?v=ta4B-mcOR8A>
- **Assessment:** Presentation on a chosen marketing trend; Development of a marketing campaign incorporating a specific trend.

#### Assessment and Evaluation:

- **Internal (40 Marks):** Sessional I (10 Marks), Sessional II (10 Marks), Assignment (10 Marks), Attendance (10 Marks)
- **External (60 Marks):** End Term Examination



<b>Lesson Plan No. 1.1</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Introduction to market and marketing</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: a. Articulate the concept of market and marketing b. Illustrate the need of understanding of types of market and marketing
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p>1. <b>Introduction (5 minutes)</b> Ask questions What do you mean by market and marketing? What is a difference between market and marketing? Types of market? Why there is a need to understand both the concepts?</p> <p>2. <b>Development (30 minutes)</b> Explain the meaning of market and its types. Explain the meaning of the term marketing and various marketing concepts. Scope of marketing Nature of marketing Objectives of marketing Importance of marketing</p> <p>3. <b>Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember and why. -Watch videos on marketing strategies of companies</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. Spend 5 minutes to wrap up and consolidate the learnings <a href="https://www.youtube.com/watch?v=CbNTevzrpBY">https://www.youtube.com/watch?v=CbNTevzrpBY</a> Suggested Readings: Marketing Management by Philip Kotler</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- What is the definition of process oriented marketing</li> <li>- Give examples of companies and their marketing strategies</li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.2</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Marketing and its scope</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: a. Understand the definition of marketing and its scope. b. Identify the various components and activities involved in marketing.
<b>Teaching Aids (if any)</b>	a. Power point Presentation b. Video lecture
<b>Teaching Development</b>	<p>1. <b>Introduction (5 minutes)</b> Ask questions What do you mean by market and marketing? What is a difference between market and marketing? Types of market? Why there is a need to understand both the concepts</p> <p>2. <b>Development (30 minutes)</b> Explain the meaning of marketing Explain the scope of marketing. Functions of marketing a. Identifying: Finding out what customers want and need through research. b. Anticipating: Predicting future trends and demands in the market. c. Satisfying: Providing products or services that meet or exceed customer expectations. d. Profitably: Ensuring that the company achieves its financial goals while delivering value to customers.</p> <p>3. <b>Exercise (5 minutes) –</b> -Ask students to discuss among themselves the examples of companies and their marketing functions in real world eg: TATA, Flip Kart etc</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. 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</p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. List the scope of marketing</p> <p>3. Why is satisfaction of customers important</p> <p>4. Quiz on Marketing</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.3</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Concept of needs, wants and demands</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: a. Understand the concept of needs, wants and demands. b. Identify the various components and factors involved.
<b>Teaching Aids (if any)</b>	a. Power point Presentation b. Video lecture
<b>Teaching Development</b>	<p>1. <b>Introduction (5 minutes)</b> Ask questions What do you mean by needs? What do you mean by want? What do you mean by demand?</p> <p>2. <b>Development (30 minutes)</b> Explain the meaning of need Explain the meaning of want. Explain the meaning of demand Elucidate the factors Influencing Needs, Wants, and Demands: a. Cultural b. Social c. Personal d. Psychological factors</p> <p>3. <b>Exercise (5 minutes) –</b> -Ask students to form groups and give the examples of demand, wants and needs in the real world.</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. 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</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Wants and demands are two concepts explain - Give examples of demand of a product and want of an individual Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.6</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Marketing Mix</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: a. To understand the various elements of marketing mix b. To understand the importance of elements of market mix
<b>Teaching Aids (if any)</b>	ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Recapitulate the previous topic. Ask questions What do you mean by marketing mix? What do you understand about 4Ps &amp; 7Ps?</p> <p><b>2. Development (30 minutes)</b> Define marketing mix. Explain the marketing mix in detail with examples. Explain 4Ps &amp; 7Ps with examples.</p> <p><b>3. Exercise (5 minutes) –</b> Ask students to cite examples of the marketing mix</p> <ul style="list-style-type: none"> <li>- Choose a Product: Each group must invent a new product or modify an existing one. Example categories:</li> <li>- A new soft drink flavor</li> <li>- A unique smartphone feature</li> <li>- A trendy fashion item</li> </ul>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Home work: To Revise the concept of marketing mix with examples Spend 5 minutes to wrap up and consolidate the learnings.</p> <p>3. Suggested Readings:</p> <ul style="list-style-type: none"> <li>- Marketing Management by Philip Kotler</li> <li>- <a href="https://www.youtube.com/watch?v=M8nC4dgKB9g">https://www.youtube.com/watch?v=M8nC4dgKB9g</a></li> </ul>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- List the element of marketing mix</li> <li>- Cite an example to explain the same</li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.7</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Importance and factors affecting marketing mix</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: a. Understand the Importance of marketing mix b. Articulate the factors affecting marketing mix
<b>Teaching Aids (if any)</b>	Powerpoint Presentation Chalk and Talk
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>1. Introduction (5 minutes)</b> Recapitulate the previous topic. Ask questions Do you remember the marketing mix? 4Ps &amp; 7Ps, do they make sense now?</li> <li><b>2. Development (30 minutes)</b> What is the importance of a marketing mix Why do marketers need them? Why to spend so much time and resources on the marketing mix? Explain the factors affecting marketing mix.</li> <li><b>3. Exercise (5 minutes) –</b> Ask students to build a marketing mix for home-baked cakes.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings.</li> <li>Home work To go through the concept of marketing mix and learn examples</li> <li>Suggested Readings: <a href="https://byjus.com/commerce/marketing-mix/">https://byjus.com/commerce/marketing-mix/</a> <a href="https://www.investopedia.com/terms/m/marketing-mix.asp">https://www.investopedia.com/terms/m/marketing-mix.asp</a> Marketing Management by Philip Kotler</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- What are the 4ps of marketing</li> <li>- List the factors that affect marketing mix</li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.8</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Marketing Environment</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: a. Explain the various components of the marketing environment. b. Understand the importance of marketing channels in reaching target markets.
<b>Teaching Aids (if any)</b>	ICT tools
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Recapitulate the previous topic. Ask questions What do you mean by marketing environment? Marketing channels and their uses?</li> <li><b>Development (30 minutes)</b> Explain that the marketing environment discuss the components of the marketing environment: a. Microenvironment b. Macroenvironment Explain the importance of marketing channels in reaching target markets and delivering value to customers -Email -Social media -Events - content -SEO</li> <li><b>Exercise (5 minutes) –</b> Ask students to do the following in class Product Pitch: Each student names a product/service. Channel Choice: They instantly shout out ONE marketing channel they'd use. Justification: In one sentence, explain <i>why</i> that channel. Class Feedback: Quick thumbs up/down from classmates on the channel's suitability. Next Student: Repeat the process rapidly.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Home work - To go through the concept of marketing environment</li> <li>Suggested readings Minsky, L., &amp; Kotler, P. (2024). Sustainable Practices and Demarketing: An Interview with Philip Kotler. <i>Advertising &amp; Society Quarterly</i>, 25(1). Kotler, P., Kartajaya, H., &amp; Setiawan, I. (2025). <i>Marketing 6.0: Il futuro è immersivo</i>. HOEPLI EDITORE.  Spend 5 minutes to wrap up and consolidate the learnings.</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>List the various types of environments</li> <li>Define marketing channels</li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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Version 1.1



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<b>Lesson Plan No.</b> 2.2	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Market Segmentation - Process, Levels, and Needs</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: Understand the process of market segmentation. Identify and describe the different levels of market segmentation.
<b>Teaching Aids (if any)</b>	a. ICT Tools
<b>Teaching Development</b>	<p>1. <b>Introduction</b> (5 minutes) Ask questions What do you mean by market Segmentation? What is its importance in marketing, Types of market? Why there is a need to understand both the concepts?</p> <p>2. <b>Development</b> (30 minutes) Discuss the different levels of market segmentation, including: a. Mass marketing b. Segment marketing c. Niche marketing d. Micromarketing: Tailoring</p> <p>3. <b>Exercise</b> (5 minutes) Present a broad market (e.g., "snacks"). Groups brainstorm 3-5 distinct customer segments within that market (e.g., health-conscious, on-the-go, families). For each segment, groups define key characteristics (demographics, needs, etc.). Groups share segment profiles, discussing differences and potential marketing approaches. Debrief: How did segmentation help identify diverse customer needs?</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. 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</p>



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<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. -Define Niche marketing -Define mass marketing Spend 5 minutes to evaluate student assimilation of the lesson contents
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<b>Lesson Plan No.</b> 2.6	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Market Positioning-Frame of Reference</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: a. Identify and Analyze different positioning strategies.
<b>Teaching Aids (if any)</b>	a. ICT Tools
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction</b> (5 minutes) Ask questions What do you mean by market Positioning? What is its importance in marketing Types of market? Why there is a need to understand both the concepts?</li> <li><b>Development</b> (30 minutes) Discuss various positioning strategies such as: <ol style="list-style-type: none"> <li>Attribute-based positioning</li> <li>Benefit-based positioning</li> <li>Price-based positioning</li> <li>Usage-based positioning</li> </ol> </li> <li><b>Exercise</b> (5 minutes) –  Choose a product/service (real or imagined). Use a collaborative online whiteboard (e.g., Miro, Mural) or shared document. Each student/group writes a concise positioning statement for the product/service. Discuss the different positioning statements: What makes them unique? Who is the target audience? Vote on the strongest positioning statement and explain why it resonates.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>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. <ul style="list-style-type: none"> <li>-Define Price based positioning</li> <li>-Give example of benefit based positioning</li> </ul> Spend 5 minutes to evaluate student assimilation of the lesson contents



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<b>Lesson Plan No. 2.7</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: POP VS POD</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:
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Understand the importance of POPs and PODs in brand positioning.</li> <li>Powerpoint Presentation</li> <li>Chalk and Talk</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Ask questions What do you mean POP vs POD? What is its importance in marketing? Types of market? Why there is a need to understand both the concepts?</li> <li><b>Development (30 minutes)</b> <ol style="list-style-type: none"> <li>Point of Parity (POP): Attributes or benefits that are shared with competitors and are necessary for a brand to be considered a legitimate player in the market.</li> <li>Point of Difference (POD): Attributes or benefits that are unique to a brand and distinguish it from competitors.</li> <li>Discuss the importance of POPs and PODs in helping consumers perceive the value and uniqueness of a brand.</li> </ol> </li> <li><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>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>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=CbNTEvzrpBY">https://www.youtube.com/watch?v=CbNTEvzrpBY</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



<b>Lesson Plan No.</b> 2.8	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Establishing Brand Positioning</b>	<b>Course No.: BCMMJ-403</b>
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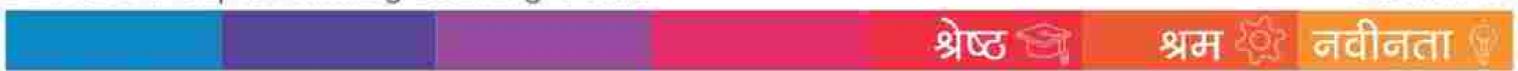
<b>Objectives</b>	At the end of the lesson the student shall be able to: -Understand the concept of brand positioning and its importance in marketing. -Identify the key components of brand positioning. - steps followed in positioning
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	1. <b>Introduction</b> (5 minutes) 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? 2. <b>Development</b> (30 minutes) Discuss the key components of brand positioning, including: a. Target market b. Unique value proposition (UVP) c. Competitive differentiation 3. <b>Exercise</b> (5 minutes) – -Ask students to recall the realworld example of positioning
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework - To go through the concept of market and marketing as discussed in the class. 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> 3.Suggested Readings: Marketing Management by Philip Kotler -Minsky, L., & Kotler, P. (2024). Sustainable Practices and Demarketing: An Interview with Philip Kotler. Advertising & Society Quarterly, 25(1). - Kotler, P., Kartajaya, H., & Setiawan, I. (2025). Marketing 6.0: Il futuro è immersivo. HOEPLI EDITORE.
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. -Define positioning - Give small quiz



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	<p>- List the ways to position in market used by companies Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 3.1	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Meaning and classification of products</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: -Define the concept of products in marketing. -Understand the importance of product classification. -Define Branding
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions What do you mean by market and marketing? What is a difference between market and marketing? Types of market? Why there is a need to understand both the concepts?</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• Explain the significance of product classification in marketing.</li> <li>• Discuss how product classification helps marketers understand consumer needs, develop marketing strategies, and manage product portfolios.</li> <li>• Classification of products:             <ul style="list-style-type: none"> <li>• Consumer products</li> <li>• Industrial products</li> <li>• Tangible goods vs. intangible services</li> <li>• Branding</li> <li>• Warranties and Guarantees</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> -Divide the class into groups. Each group chooses a broad product category (e.g., "beverages"). Groups brainstorm 3 diverse <i>specific</i> products within that category (e.g., sparkling water, energy drink, herbal tea). For each product, they list 2-3 key features and target customer benefits. Groups share and discuss: How do features and benefits differ across the products, even within the same category?</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework</p> <ul style="list-style-type: none"> <li>- To go through the concept of market and marketing as discussed in the class.</li> </ul> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>



	<p><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</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"><li>- List the types of products</li><li>- Define consumer products</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 3.4</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Product life Cycle</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: Define the concept of the product life cycle (PLC). Understand the stages of the product life cycle and their characteristics.
<b>Teaching Aids (if any)</b>	a. Powerpoint Presentation b. Chalk and Talk
<b>Teaching Development</b>	<b>1. Introduction (5 minutes)</b> Ask questions What do products fail? What are the reasons for it? <b>2. Development (30 minutes)</b> Explain the PLC Cycle: Introduction b. Growth c. Maturity d. Decline <b>3. Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember and why.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework - To go through the concept of market and marketing as discussed in the class. 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
<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



<b>Lesson Plan No.</b> 3.5	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Branding and Types</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: 1. -Define branding and its significance in marketing. 2. -Identify and describe different types of brands.
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions What mean by brand? What are the types of it? Why branding is important?</p> <p><b>2. Development (30 minutes)</b> Introduce the different types of brands. Discuss the various types of brands, a. Product brands b. Service brands c. Corporate brands d. Personal brands</p> <p><b>3. Exercise (5 minutes) –</b> - Divide the class into teams. Each team selects a common product category (e.g., coffee, athletic shoes). Teams then brainstorm and list three existing brands in that category. For each brand, they identify the brand's perceived personality (e.g., rugged, sophisticated, friendly). Teams share their brand personality assessments, discussing how brands differentiate themselves even within the same product category. Finally, each team creates a <i>new</i> fictional brand in the chosen category, defining its personality and target audience.</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. 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</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Model Institute of Engineering  
& Technology (Autonomous)  
**Lesson Plan**

Kot Bhalwal, Jammu



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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<b>Lesson Plan No.</b> 3.6	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Brand Equity and Loyalty</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: a. Define brand equity and brand loyalty. b. Understand the importance of brand equity and loyalty in marketing.
<b>Teaching Aids (if any)</b>	a. ICT
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions What do you mean by brand? What are the types of it?</p> <p><b>2. Development (30 minutes)</b> Discuss the importance of brand equity and loyalty in marketing, factors that contribute to building brand equity and fostering brand loyalty, such as: a. Brand awareness b. Perceived quality c. Brand associations d. Brand loyalty programs</p> <p><b>3. Exercise (5 minutes) –</b> -Start by having each student individually list three brands they feel a sense of loyalty towards. Then, divide the class into small groups and have students share their chosen brands, explaining the <i>reasons</i> behind their loyalty, such as superior product quality, exceptional customer service, or a strong emotional connection with the brand. Within their groups, students should identify any recurring themes or common reasons for brand loyalty that emerged from their individual lists. Each group then selects one key insight about building brand loyalty to share with the entire class. Finally, facilitate a class discussion exploring how companies can effectively cultivate and maintain brand loyalty in today's dynamic and competitive market.</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. Spend 5 minutes to wrap up and consolidate the learnings <a href="https://www.youtube.com/watch?v=Wwu3Qvs31vk">https://www.youtube.com/watch?v=Wwu3Qvs31vk</a>  <a href="https://www.youtube.com/watch?v=Krg4zrGC97Y">https://www.youtube.com/watch?v=Krg4zrGC97Y</a></p>



<b>Evaluation</b>	Suggested Readings: Marketing Management by Philip Kotler Reflective Questions (What, Why, Who?). Allow students to answer and discuss. -Define brand equity - Give examples of brand loyalty Spend 5 minutes to evaluate student assimilation of the lesson contents
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<b>Lesson Plan No.</b> 3.7	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Product and brand relationships</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: Understand the relationship between products and brands. Identify the role of branding in shaping consumer perceptions of products.
<b>Teaching Aids (if any)</b>	a. Powerpoint Presentation b. Chalk and Talk
<b>Teaching Development</b>	<b>1. Introduction (5 minutes)</b> Ask questions. What mean by brand? What are the types of it? <b>2. Development (30 minutes)</b> Present the distinction between product attributes and branding strategies: a. Product attributes b. Branding strategies Discuss how product attributes and branding strategies work together to create value and differentiation for consumers <b>3. Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember and why.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework - To go through the concept of market and marketing as discussed in the class. Spend 5 minutes to wrap up and consolidate the learnings Suggested Readings: Marketing Management by Philip Kotler <a href="https://www.youtube.com/watch?v=r12O IE0AVo">https://www.youtube.com/watch?v=r12O IE0AVo</a>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. -Define brand -List the strategies of branding Spend 5 minutes to evaluate student assimilation of the lesson contents



<b>Lesson Plan No.</b> 4.1	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Consumer Behavior</b>	<b>Course No.: BCMMJ-403</b>
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<b>Objectives</b>	<p>At the end of the lesson the student shall be able to:</p> <ul style="list-style-type: none"> <li>a. Understand the various aspects of consumer behaviour</li> <li>b. Articulate the Nature and importance of consumer behaviour</li> </ul>
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Recapitulate the previous topic.</li> </ul> <p>Ask questions</p> <ul style="list-style-type: none"> <li>- What do you understand by consumer behaviour?</li> <li>- What is the need to study consumer behaviour</li> </ul>



	<p><b>2. Development (30 minutes)</b></p> <p>- Detailed discussion on consumer behaviour.</p> <ul style="list-style-type: none"> <li>● Consumer behaviour--what is it?</li> <li>● Applications of CB</li> <li>● Consumer Behavior and Strategy</li> <li>● Elements of Strategy</li> <li>● Consumer Analysis</li> <li>● Consumer behaviour outcomes</li> </ul> <p><b>3. Exercise (5 minutes) –</b></p>
<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 consumer behaviour</li> </ul> </li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>



	<p>Suggested Readings:</p> <p><a href="https://www.youtube.com/watch?v=znrwbThZl6U">https://www.youtube.com/watch?v=znrwbThZl6U</a></p> <p>Marketing Management by Philip Kotler</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"><li>- Define CB</li><li>- What are the outcomes of behaviour list 3</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 4.2</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Marketing management and Consumer Behavior</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 -Understand the relationship between Consumer behaviour and marketing management -Relationship marketing
<b>Teaching Aids (if any)</b>	a. Power point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Ask questions</li> <li>- Why is CB important for MM?</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>- Marketers, actors &amp; roles in buying</li> <li>- How we buy (a rational view)</li> <li>- Roles in the decision process</li> <li>- Influences on Consumer Behaviour</li> <li>- Relationship Marketing</li> </ul> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Discuss the video</li> </ul> <p><a href="https://study.com/academy/lesson/consumer-behavior-theory-and-marketing-strategy.html">https://study.com/academy/lesson/consumer-behavior-theory-and-marketing-strategy.html</a></p> <p>Suggested Readings:</p> <p><a href="https://www.questionpro.com/blog/consumer-behavior-definition/">https://www.questionpro.com/blog/consumer-behavior-definition/</a></p> <p>Marketing Management by Philip Kotler</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework</p> <ul style="list-style-type: none"> <li>- To go through consumer behaviour roles and relationships.</li> </ul> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>



<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. -Explain the relationship between consumer behaviour and marketing management -what is the importance of studying CB Spend 5 minutes to evaluate student assimilation of the lesson contents
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<b>Lesson Plan No.</b> 4.3	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Factors Influencing Consumer behavior</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: -Identify the Factors Affecting Consumer Behavior -VALS model -understand types of buying decisions
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Ask questions</li> <li>- Can a consumer's buying behaviour affected by external stimulus?</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>- Factors Affecting Consumer Behavior</li> <li>- Characteristics Affecting Consumer Behavior</li> <li>- VALS model</li> <li>- Types of Buying Decisions</li> </ul> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Discuss the video</li> </ul> <p><a href="https://www.clootrack.com/knowledge_base/major-factors-influencing-consumer-behavior">https://www.clootrack.com/knowledge_base/major-factors-influencing-consumer-behavior</a></p> <p><a href="https://www.gialli.io/blog/5-major-factors-affecting-consumer-behavior">https://www.gialli.io/blog/5-major-factors-affecting-consumer-behavior</a></p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework</p> <ul style="list-style-type: none"> <li>- To go through the factors affecting consumer behaviour as discussed in class.</li> </ul> <p>Spend 5 minutes to wrap up and consolidate the</p>



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	learnings
<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





<b>Lesson Plan No. 4.4</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Factors Influencing Consumer behavior</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:  Recognize the Trends in Consumer Behaviour
<b>Teaching Aids (if any)</b>	a. Power point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Ask questions</li> <li>- Do you see any change in the consumers' behaviour over a period of time?</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>- Consumer of the Past</li> <li>- Modern Consumer</li> <li>- Technology Savvy: E-Commerce</li> <li>- The Modern Consumer: Characteristics</li> <li>- A Tectonic Shift From the Past</li> </ul> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Discuss the following</li> </ul> <p><a href="https://marketinginsidergroup.com/content-marketing/consumer-behavior-trends-marketers-are-watching/">https://marketinginsidergroup.com/content-marketing/consumer-behavior-trends-marketers-are-watching/</a></p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework</p> <ul style="list-style-type: none"> <li>- To go through consumer behaviour recent trends.</li> </ul> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No.</b> 4.6	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Theories in Behavioral Decision making</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: -Understand the theories in behavioral decision making -Define various theories in consumer behaviour -understand the importance of consumer behaviour
<b>Teaching Aids (if any)</b>	a. Power point Presentation b. Video lecture
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)\</b> Ask questions</p> <ul style="list-style-type: none"> <li>- Do u have any idea about theories in consumer behavior</li> <li>- Why is studying consumer behavior Important</li> <li>- List the benefits of studying consumer behavior</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. Consumer Decision-Making Process</li> <li>2. Theory of Planned Behavior</li> <li>3. Consumer Behavior Theory</li> <li>4. Means-End Chain Theory</li> <li>5. Brand Loyalty Theory</li> <li>6. Hedonic Consumption Theory</li> <li>7. Consumer Involvement Theory</li> <li>8. Consumer Socialization Theory</li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Discuss with the students to recall theories that can be applied in buying FMCG products and a Gadget</li> </ul>
<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 theories in class</li> <li>Spend 5 minutes to wrap up and consolidate the learnings</li> <li><a href="https://egyankosh.ac.in/bitstream/123456789/22870/1/Unit-1.pdf">https://egyankosh.ac.in/bitstream/123456789/22870/1/Unit-1.pdf</a></li> </ul> </li> </ol> <p>Suggested Readings:</p>



	Marketing Management by Philip Kotler
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <ul style="list-style-type: none"><li>- Define consumer</li><li>- Define purchase behaviour</li><li>- List the benefits to companies after understanding their customers</li></ul> Spend 5 minutes to evaluate student assimilation of the lesson contents



<b>Lesson Plan No.</b> 4.7	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Behavioral economics</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>a. Define behavioral economics and differentiate it from traditional economics.</li> <li>b. Explain key concepts in behavioral economics, such as cognitive biases and heuristics.</li> <li>c. Illustrate how behavioral economics influences decision-making in real-world scenarios.</li> </ul>
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>1. <b>Introduction</b> (5 minutes) <ul style="list-style-type: none"> <li>- What is behavioral economics, and how does it differ from traditional economics?</li> <li>- Why do economists need to consider psychology when studying economic behavior?</li> <li>- Give an example of a time you think you acted irrationally in an economic decision. What might have been influencing you?</li> </ul> </li> <li>2. <b>Development</b> (30 minutes) <ul style="list-style-type: none"> <li>Cognitive Biases</li> <li>Heuristics</li> <li>Framing Effects</li> <li>Nudging</li> <li>Intertemporal Choice</li> </ul> </li> <li>3. <b>Exercise</b> (5 minutes) – <ul style="list-style-type: none"> <li>Scenario Analysis: Present students with short scenarios involving decision-making. Ask them to identify which behavioral biases or heuristics might be at play. For example: "A company offers a 'buy one, get one free' deal. Why is this more appealing than a 50% discount?"</li> </ul> </li> </ol> <p>Discussion: Facilitate a brief discussion about the scenarios, encouraging students to explain their reasoning.</p>
<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 Behavioural economics</li> </ul> </li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learnings</p> <p><a href="https://www.youtube.com/watch?v=CbNTcvzrpBY">https://www.youtube.com/watch?v=CbNTcvzrpBY</a></p> <p>Suggested Readings: Marketing Management by Philip Kotler</p>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



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	<ul style="list-style-type: none"><li>- Define behavioural economics</li><li>- List 5 importance of BE</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 4.8	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Consumer Behavior and marketing</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 -Understand the relationship between Consumer behaviour and marketing management -Relationship marketing -Why are consumer important
<b>Teaching Aids (if any)</b>	a. ICT
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Ask questions</li> <li>- Why is CB important for MM?</li> <li>- Why is CB a different subject</li> <li>- List ways to study CB in markets</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>- Marketers, actors &amp; roles in buying</li> <li>- How we buy (a rational view)</li> <li>- Roles in the decision process</li> <li>- Influences on Consumer Behaviour</li> <li>- Relationship Marketing</li> </ul> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Discuss the video</li> </ul> <p><a href="https://study.com/academy/lesson/consumer-behavior-theory-and-marketing-strategy.html">https://study.com/academy/lesson/consumer-behavior-theory-and-marketing-strategy.html</a></p> <p>Suggested Readings:</p> <p><a href="https://www.questionpro.com/blog/consumer-behavior-definition/">https://www.questionpro.com/blog/consumer-behavior-definition/</a></p> <p>Marketing Management by Philip Kotler</p>



<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 consumer behaviour roles and relationships.</li></ul></li></ol> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"><li>-Explain the relationship between consumer behaviour and marketing management</li><li>-what is the importance of studying CB</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No.</b> 5.1	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Internal Marketing</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: a. Define internal marketing and understand its significance in organizational success. b. Identify the key elements and strategies of internal marketing.
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions. What is Internal marketing?</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>Define internal marketing as the process of aligning and engaging employees with the organization's goals, values, and brand.</li> <li>Discuss the importance of internal marketing in fostering employee commitment, motivation, and satisfaction.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> <b>-Internal Marketing Campaign Design":</b> Teams design a mini internal campaign to promote a specific company goal (30-45 mins, presentations).</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework</p> <ul style="list-style-type: none"> <li>To go through the concept of Internal marketing as discussed in the class.</li> </ul> <p>Spend 5 minutes to wrap up and consolidate the learnings</p> <p><a href="https://www.youtube.com/watch?v=fkRhXc60sKs">https://www.youtube.com/watch?v=fkRhXc60sKs</a> Suggested Readings: Marketing Management by Philip Kotler</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?).</p> <ul style="list-style-type: none"> <li>What is internal marketing</li> <li>List 5 importance of Internal marketing</li> </ul> <p>Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 5.3</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Internal Marketing</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: Define cause-related marketing and understand its purpose. Identify the key components and benefits of cause-related marketing.
<b>Teaching Aids (if any)</b>	a. Powerpoint Presentation b. Chalk and Talk
<b>Teaching Development</b>	<b>1. Introduction (5 minutes)</b> Ask questions. What is Internal marketing? <b>2. Development (30 minutes)</b> <ul style="list-style-type: none"> <li>Define cause-related marketing as a marketing strategy that aligns a company's products or services with a social or environmental cause, often through charitable donations or advocacy efforts.</li> <li>Discuss the purpose of cause-related marketing, including building brand reputation, increasing customer loyalty, and driving sales.</li> </ul> <b>3. Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember and why.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework - To go through the concept of market and marketing as discussed in the class. 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
<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



<b>Lesson Plan No.</b> 5.7	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Rural Marketing</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>Define rural marketing and understand its significance in reaching rural consumers.</li> <li>Identify the characteristics and challenges of rural markets.</li> </ul>
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions. What is Rural marketing? Why is it important? What is the objective of RM</p> <p><b>2. Development (30 minutes)</b> a. Define rural marketing as the process of designing, implementing, and controlling marketing activities to satisfy the needs and wants of rural consumers. b. Discuss the significance, characteristics and challenges of rural markets. c. Strategies for rural marketing.</p> <p><b>3. Exercise (5 minutes) –</b> -Ask students to give examples of rural marketing -Divide the class into small groups (3-4 students). Product: Assign each group a common product (e.g., soap, mobile phone, fertilizer) or let them choose one relevant to rural areas. Rural Adaptation: Each group brainstorms how they would adapt this product and its marketing for a rural market. Consider factors like price, packaging, features, and messaging. Pitch: Each group gives a brief "pitch" for their adapted product, highlighting the rural-specific elements of their marketing strategy (e.g., which channels they'd use and why). Discussion: Class discusses the different approaches and the challenges/opportunities in</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. Suggested Readings: <b>Rural Marketing: Growing the Non-urban Consumer</b> by Sanal</p>



	Kumar Velayudhan. Rural Marketing: Text and Cases by Krishnamacharyulu C. S. G. Marketing Management by Philip Kotler
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. -List the importance of rural marketing -Define rural marketing Spend 5 minutes to evaluate student assimilation of the lesson contents



<b>Lesson Plan No. 1.4</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Functions of marketing</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: a. Understand the Functions of marketing
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>1. <b>Introduction (5 minutes)</b> Recapitulate the previous topic. Ask questions What role does marketing play in today's dynamic environment.?</li> <li>2. <b>Development (30 minutes)</b> Nature of Marketing Scope of Marketing Functions of Marketing               <ol style="list-style-type: none"> <li>a. Functions of exchange</li> <li>b. Functions of physical supply</li> <li>c. Facilitating function</li> </ol> </li> <li>3. <b>Exercise (5 minutes) –</b> -Ask students which functions do you think are most important.</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. Spend 5 minutes to wrap up and consolidate the learnings. Suggested Readings: Marketing Management by Philip Kotler</li> <li>2. Home work To revise the concept</li> <li>3. Suggested Readings: Marketing Management by Philip Kotler <a href="https://byjus.com/commerce/functions-of-marketing/">https://byjus.com/commerce/functions-of-marketing/</a></li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- Explain facilitating functions</li> <li>- Define functions of exchange</li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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<b>Lesson Plan No. 2.1</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Market Segmentation - Concept and Variables</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:
1.	To understand the concept of segmentation <ul style="list-style-type: none"> <li>- Types of segmentation</li> <li>- Different variables involved</li> </ul>
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p>1. <b>Introduction (5 minutes)</b> Ask questions -What do you mean by market Segmentation? -What is its importance in marketing, -Types of market? -Why there is a need to understand both the concepts?</p> <p>2. <b>Development (30 minutes)</b> Discuss the various variables or criteria used for market segmentation, such as: a. Demographic variables (age, gender, income, education, occupation, etc.) b. Geographic variables (region, country, city, climate, etc.) c. Psychographic variables (lifestyle, values, attitudes, interests, personality, etc.) d. Behavioral variables (usage rate, loyalty status, purchase occasion, benefits sought, etc.)</p> <p>3. <b>Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember and why.</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. Spend 5 minutes to wrap up and consolidate the learnings <a href="https://www.youtube.com/watch?v=CbNTEvzrpBY">https://www.youtube.com/watch?v=CbNTEvzrpBY</a> <a href="https://www.youtube.com/watch?v=gPd5NwdkUpY">https://www.youtube.com/watch?v=gPd5NwdkUpY</a></p> <p>3. Suggested Readings: Marketing Management by Philip Kotler Minsky, L., &amp; Kotler, P. (2024). Sustainable Practices and Demarketing: An Interview with Philip Kotler. Advertising &amp; Society Quarterly, 25(1). Kotler, P., Kartajaya, H., &amp; Setiawan, I. (2025). Marketing 6.0: Il futuro è immersivo. HOEPLI EDITORE.</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- Define demography</li> <li>- List various behavioural variables</li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>





<b>Lesson Plan No. 2.4</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Market Targeting-Techniques</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: 1. -Identify targeting techniques used in marketing. 2. - Elaborate various types of markets 3. - Understand the concept of target market
<b>Teaching Aids (if any)</b>	a. Power point Presentation b. Video
<b>Teaching Development</b>	1. <b>Introduction (5 minutes)</b> Ask questions What do you mean by market Targeting? What is its importance in marketing, Types of market? Why there is a need to understand both the concepts? 2. <b>Development (30 minutes)</b> Explain the difference between target markets and market segments, emphasizing that target markets are the specific segments a company decides to pursue. a. Undifferentiated marketing b. Differentiated marketing c. Concentrated marketing d. Micromarketing 3. <b>Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember and why.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework - To go through the concept of market and marketing as discussed in the class. Spend 5 minutes to wrap up and consolidate the learnings <a href="https://www.youtube.com/watch?v=CbNTevzrpBY">https://www.youtube.com/watch?v=CbNTevzrpBY</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
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. - Explain Micro markets - Concentrated markets - Quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



<b>Lesson Plan No. 3.2</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: New Product Development</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: a. Understand the importance of new product development (NPD) in marketing. b. Identify and describe the stages of the new product development process.
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions What do you mean by market and marketing? What is a difference between market and marketing? Types of market? Why there is a need to understand both the concepts?</p> <p><b>2. Development (30 minutes)</b> Explain the stages of the new product development process, which typically include: a. Idea generation b. Idea screening c. Concept development and testing d. Marketing strategy development e. Business analysis f. Product development g. Test marketing h. Commercialization</p> <p><b>3. Exercise (5 minutes) –</b> -Groups brainstorm 3-5 <i>needs</i> that aren't currently well-met by existing products. Each group selects one need and develops a <i>brief</i> new product idea to address it. Groups outline the key features and benefits of their new product. Groups share their product ideas, focusing on the problem solved and target audience. Discuss: Which ideas seem most promising and why? What challenges might each face?</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework - To go through the concept of market and marketing as discussed in the class. 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</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- List the stages of NPD</li> <li>- What is testing</li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 3.3</b>	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Reasons for Failure of New Products</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: Identify and understand common reasons for the failure of new products.
1.	
<b>Teaching Aids (if any)</b>	a. Powerpoint Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions What do products fail? What are the reasons for it?</p> <p><b>2. Development (30 minutes)</b> Explain the common reasons for product failure which typically include:</p> <ul style="list-style-type: none"> <li>a. Poor market research</li> <li>b. Lack of differentiation</li> <li>c. Weak marketing strategy</li> <li>d. Product performance issues</li> <li>e. Competitive pressures</li> <li>f. Timing</li> </ul> <p><b>3. Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember and why.</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework</p> <ul style="list-style-type: none"> <li>- To go through the concept of market and marketing as discussed in the class.</li> </ul> <p>Spend 5 minutes to wrap up and consolidate the learnings <a href="https://www.youtube.com/watch?v=CbNTevzrpBY">https://www.youtube.com/watch?v=CbNTevzrpBY</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</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No.</b> 3.8	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Product and brand relationships</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>- Define service marketing and understand its significance.</li> <li>- Understand the concept of the 7Ps of service marketing.</li> <li>- Differentiate between service and products</li> </ul>
<b>Teaching Aids (if any)</b>	ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions. What is service marketing?</p> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>Define service marketing as the marketing of intangible offerings, such as services, experiences, and expertise, to meet customer needs and expectations.</li> <li>Discuss the unique characteristics of services, such as intangibility, inseparability, variability, and perishability.</li> <li>Explain the 7Ps framework of service marketing.</li> </ol> <p><b>3. Exercise (5 minutes) –</b> -Begin by dividing the class into groups and assigning each group a different service industry, such as healthcare, education, or hospitality. Each group should then brainstorm and list three unique challenges that are specifically associated with marketing <i>services</i> within their assigned industry. Following this, each group identifies one key way in which service marketing fundamentally differs from the marketing of tangible products. Groups then share their identified challenges and key difference with the entire class. Conclude with a class discussion exploring how service providers can effectively overcome these specific challenges and successfully market their intangible offerings in a competitive marketplace.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Homework <ul style="list-style-type: none"> <li>- To go through the concept of market and marketing as discussed in the class.</li> </ul> </li> </ol> <p>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=ODY_2T5JH7I">https://www.youtube.com/watch?v=ODY_2T5JH7I</a>  Suggested Readings: Marketing Management by Philip Kotler</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson</p>



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<b>Lesson Plan No.</b> 5.4	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Online Marketing</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: Define online marketing and understand its significance in the digital age. Identify key components and channels of online marketing.
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Ask questions. What is Internal marketing?</p> <p><b>2. Development (30 minutes)</b></p> <p>a. Define online marketing as a broad term encompassing various digital strategies and tactics to reach and engage target audiences.</p> <p>b. Discuss the significance of online marketing in today's digital age, including its ability to reach a global audience, track performance metrics, and personalize marketing efforts.</p> <p><b>3. Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember and why.</p>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework</p> <p>- To go through the concept of market and marketing as discussed in the class.</p> <p><a href="https://www.optimizely.com/optimization-glossary/online-marketing/">https://www.optimizely.com/optimization-glossary/online-marketing/</a> Suggested Readings: Marketing Management by Philip Kotler</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No.</b> 1.5	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Evolution of Marketing Philosophy</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: <ol style="list-style-type: none"> <li>Articulate the five essentials of marketing concepts.</li> <li>To understand the historical evolution</li> <li>To understand various concepts in marketing</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Power point Presentation</li> <li>Video</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Recapitulate the previous topic. Ask questions -What is the marketing concept? -Detailed five essential marketing concepts with an example.</li> <li><b>Development (30 minutes)</b> Explain five different marketing concepts under which business enterprises conduct their marketing activity. Understand five orientations (philosophical concepts to the marketplace have guided and continue to guide organizational activities:           <ul style="list-style-type: none"> <li>The Production Concept</li> <li>The Product Concept</li> <li>The Selling Concept</li> <li>The Marketing Concept</li> <li>The Societal Marketing Concept</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> -Which concept according to you is better for the consumer discuss in small group - watch video on concept of marketing</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Homework - To go through the concept of market and marketing as discussed in the class. 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> Suggested Readings: Marketing Management by Philip Kotler</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>Define different concepts of marketing</li> <li>Explain the concept of selling</li> </ul>



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	Spend 5 minutes to evaluate student assimilation of the lesson contents
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<b>Lesson Plan No.</b> 2.3	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Market Targeting</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: 1. -Define market targeting . 2. -Understand the concept of target markets and how they are identified. 3. -Importance of Targeting
<b>Teaching Aids (if any)</b>	-ICT Tools
<b>Teaching Development</b>	1. <b>Introduction</b> (5 minutes) Ask questions What do you mean by market Targeting? What is its importance in marketing, Types of market? Why there is a need to understand both the concepts? 2. <b>Development</b> (30 minutes) Discuss the different techniques used for market targeting, including: a. Undifferentiated marketing b. Differentiated marketing c. Concentrated marketing d. Micromarketing 3. <b>Exercise</b> (5 minutes) – -Divide the class into groups and present a product/service idea. Each group defines the target audience using demographics, psychographics, and behavioral characteristics. Groups present their target audience profiles, explaining their reasoning. Discuss overlaps and differences in target market perceptions. Repeat with 2-3 more product/service ideas for varied practice.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework - To go through the concept of market and marketing as discussed in the class. 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
<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



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<b>Lesson Plan No.</b> 2.5	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Market 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: a. Define market positioning and its importance in marketing. b. Understand the concept of frame of reference in market positioning.
<b>Teaching Aids (if any)</b>	ICT Tools
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction</b> (5 minutes) Ask questions What do you mean by market Positioning? What is its importance in marketing, Types of market? Why there is a need to understand both the concepts?</li> <li><b>Development</b> (30 minutes) -Explain the concept of frame of reference in market positioning, which refers to the context or category within which consumers evaluate a product or brand. Discuss how the frame of reference influences consumers' perceptions and choices. -Define positioning -Methods to Positioning -Importance of positioning -Frames of references used by marketers</li> <li><b>Exercise</b> (5 minutes) – -Ask students to select few products and find out which positioning strategy has been used by the company for the product</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Homework - To go through the concept of market and marketing as discussed in the class. 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 Positioning: The Battle for Your Mind" by Al Ries and Jack Trout:</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. - What is positioning



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	<ul style="list-style-type: none"><li>- List the ways to position in market</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 4.5	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Buying Decision process</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: -Understand the 5 stages of consumer decision process -Biases in DM -Importance of studying Biases
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Ask questions</li> <li>- What are the steps in consumer buying process</li> <li>- What are biases</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p>Stage 1: Need recognition Stage 2: Information and Alternatives Search. Stage 3: Evaluation of Alternatives. Stage 4: Purchase Decision. Stage 5: Post Purchase Behavior. Various biases in DM ( Heuristics, Anchoring etc)</p> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Discuss with the students to recall the steps in buying a FMCG product and a Gadget</li> </ul>
<b>Closure</b>	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Homework</p> <ul style="list-style-type: none"> <li>- To go through the concept of market and marketing as discussed in the class.</li> </ul> <p><a href="https://www.google.com/search?q=consumer+behaviour+short+video">https://www.google.com/search?q=consumer+behaviour+short+video</a> Spend 5 minutes to wrap up and consolidate the learnings Suggested Readings: Marketing Management by Philip Kotler</p>



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<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
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<b>Lesson Plan No.</b> 5.5	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Mobile Marketing</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: a. Define mobile marketing and understand its importance in reaching and engaging mobile consumers. b. Identify key components and channels of mobile marketing.
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<b>1. Introduction (5 minutes)</b> Ask questions. -What is Internal marketing? -What is social marketing - Define mobile marketing <b>2. Development (30 minutes)</b> a. Define mobile marketing b. Mobile marketing as a subset of digital marketing c. Discuss the significance of mobile marketing in today's digital landscape, d. Disadvantages of mobile marketing <b>Exercise (5 minutes)</b> - <b>Mobile Ad Creation Challenge:</b> Divide students into groups and have them create mock mobile ads for a fictional product or service. They should consider the ad's visual appeal, copy, and target audience. Have them present their ads and discuss the effectiveness of each. - <b>Mobile App Analysis:</b> Choose a popular mobile app (or let students choose) and have them analyze its mobile marketing strategies. They should look at things like in-app promotions, push notifications, social media integration, and user reviews. Discuss what works well and what could be improved.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework - To go through the concept of market and marketing as discussed in the class. 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> 3.Suggested Readings: Marketing Management by Philip Kotler -Minsky, L., & Kotler, P. (2024). Sustainable Practices and Demarketing: An Interview with Philip Kotler. Advertising



	<p>&amp; Society Quarterly, 25(1).</p> <p>- Kotler, P., Kartajaya, H., &amp; Setiawan, I. (2025). Marketing 6.0: Il futuro è immersivo. HOEPLI EDITORE.</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"><li>-Define mobile marketing</li><li>-List any 5 benefits of mobile marketing</li><li>-What is the need of mobile marketing</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No.</b> 5.6	<b>Course Name: Principles of Marketing Management</b> <b>Topic: Green Marketing</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: a. Define green marketing and understand its significance in promoting environmental sustainability. b. Identify key principles and practices of green marketing.
<b>Teaching Aids (if any)</b>	a. ICT tools
<b>Teaching Development</b>	<b>1. Introduction (5 minutes)</b> Ask questions. -What is Internal marketing? -Define green products -What are the benefits of going green for companies <b>2. Development (30 minutes)</b> a. Define green marketing as a marketing strategy that emphasizes the environmental benefits or attributes of products or services. b. Discuss the importance of green marketing in addressing environmental issues, meeting consumer demand for sustainable products, and building brand reputation. c. Explain various benefits of green marketing d. Importance of Green marketing for Companies and nations e. <b>3. Exercise (5 minutes) –</b> -Ask students to recall the advertisements they can remember that uses the concept of green marketing and why.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Homework - To go through the concept of market and marketing as discussed in the class. <a href="https://www.indeed.com/career-advice/career-development/green-marketing">https://www.indeed.com/career-advice/career-development/green-marketing</a> 3. Suggested Readings: -Green Marketing and Sustainable Development by Amit Kumar Singh and Priyanka Mahanta -Green Marketing: Concept & Cases by Dr. Sapna Sugandha, Mr. Chandan Veer, and Prof. (Dr.) Pavnesh Kumar: - Marketing Management by Philip Kotler
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss.  -Define green products - List 3 benefits on green marketing



# Model Institute of Engineering & Technology (Autonomous) Lesson Plan

Kot Bhalwal, Jammu

	Spend 5 minutes to evaluate student assimilation of the lesson contents
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