



Kot Bhalwal, Jammu



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

Department of BBA LLB

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Marketing Management
2.	Course Code	BBALLB 204
3.	Academic Year	2024-25
4.	Semester	4th
5.	Number of Lesson plans	34
6.	Faculty Assigned	Ms. Shivani Kanaria

Faculty Signature



Lesson Plan No. 1.0	Course Name: Marketing Management	Course No.: BBALLB-204
---------------------	-----------------------------------	------------------------

Objectives	At the end of the lesson the students shall be able to: a. Define market and marketing with relevant examples. b. Understand marketing concepts and the marketing environment. c. Explain the functions of marketing and the role of marketing management.
Teaching Aids (if any)	a. PPT b. Video- GIwsbFolSZGQ92M8Hsr4GQ
Teaching Development	Introduction (5 minutes) <ul style="list-style-type: none">Ask students: "What comes to mind when you hear the word 'Marketing'?"Discuss real-world marketing examples from well-known brands. Development (30 minutes) <ol style="list-style-type: none">Market and Marketing - Meaning & Definition<ul style="list-style-type: none">Difference between a market and marketingEvolution of marketing practicesMarketing Concepts and Environment<ul style="list-style-type: none">Different marketing philosophies (Production, Product, Selling, Marketing, and Societal concepts)External factors influencing marketing (PESTLE Analysis)Functions of Marketing<ul style="list-style-type: none">Market research and consumer needs assessmentBranding, pricing, and promotion strategiesDistribution and supply chainMarketing Management<ul style="list-style-type: none">Role and importance in businessStrategic marketing planningMarketing Mix (4Ps and 4Cs)<ul style="list-style-type: none">4Ps: Product, Price, Place, Promotion4Cs: Customer, Cost, Convenience, CommunicationHow businesses use the marketing mix for competitive advantage Exercise (5 minutes) <ul style="list-style-type: none">Students identify a brand and analyze its marketing mix (4Ps and 4Cs).



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>https://drnishikantjha.com/papersCollection/Marketing%20Management.pdf</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1	Course Name: Marketing Management Topic: Introduction to Marketing	Course No.: BBALLB-204
--------------------------	---	-------------------------------

Objectives	At the end of the lesson the students shall be able to: d. Remember the Concept and Definition of Marketing e. Understand core Marketing Concepts f. Discuss the importance of Marketing
Teaching Aids (if any)	c. PPT d. Live examples e. Video- GIwsbFolSZGQ92M8Hsr4GQ
Teaching Development	1. Introduction (05 minutes) - Ask questions a. What do you know about the term Marketing? b. What are Markets? c. Discuss how marketing is different from selling. 2. Development (25 minutes) a. Definition of Marketing b. Core Marketing Concepts - Needs, Wants, and Demands - Target Markets, Positioning, and Segmentation - Offerings and Brands - Value and satisfaction - Marketing Channels - Supply Chain - Competition - Marketing Environment c. Importance of Marketing 3. Exercise (5 minutes) –
Closure	4. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 5. Discuss the Analytical Questions from the Syllabus. 6. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. https://drnishikantjha.com/papersCollection/Marketing%20Management.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 2	Course Name: Marketing Management Topic: Scope of Marketing	Course No.: BBALLB-204
--------------------------	--	-------------------------------

Objectives	At the end of the lesson the students shall be able to: a. Discuss the Scope of Marketing
Teaching Aids (if any)	a. PPT b. Video
Teaching Development	1. Introduction (05 minutes) - Ask questions a. What do they understand by the term “Scope of Marketing”? b. What areas, aspects, and entities come under Marketing? 2. Development (25 minutes) - Discuss: a. What is Marketing b. How it works c. What is marketed - Goods - Services - Events - Persons - Places - Properties - Organizations - Information - Ideas d. Who does the marketing 3. Exercise (5 minutes) – -Quiz
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. Spend 5 minutes to wrap up and consolidate the learning
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Conduct Discussion. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 3	Course Name: Marketing Management Topic: Types of Markets	Course No.: BBALLB204
--------------------------	--	--

Objectives	At the end of the lesson the students shall be able to: a. Define and explain the concept of markets b. Identify various types of markets
Teaching Aids (if any)	a. PPT b. Video - https://www.youtube.com/watch?v=MjrnKFRv4t8
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions<ol style="list-style-type: none">a. What do you understand by the term Market?b. What are the different types of markets according to you?2. Development (25 minutes)<ol style="list-style-type: none">a. Explain the concept of Markets<ul style="list-style-type: none">- Give some examplesb. Discuss different types of markets with examples<ul style="list-style-type: none">- Consumer Markets- Business Markets- Global Markets- Non-profit and Governmental Marketsc. Introduce the concepts of Marketplaces, Marketspaces, and Metamarkets3. Exercise (5 minutes) –<ul style="list-style-type: none">-Quiz <p>Video to be displayed.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.4. https://study.com/academy/lesson/global-markets-consumer-business-government-markets.html <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4	Course Name: Marketing Management Topic: Marketing Concepts - Marketing environment	Course No.: BBALLB204
--------------------------	--	------------------------------

Objectives	At the end of the lesson the students shall be able to: a. Remember Historical background of Marketing b. Understand Evolution of Marketing concepts over a period of time c. Understand how Marketing concepts can be applied in practice
Teaching Aids (if any)	a. PPT b. Video c. Live Examples
Teaching Development	1. Introduction (05 minutes) - Ask questions a. What do you know about Historical Development of Marketing? b. How marketing has changed over a period of time? c. What changes have you observed in marketing activities till date? 2. Development (25 minutes) a. The Production Concept - Give some examples b. The Product Concept - Give some examples c. The Selling Concept - Give some examples d. The Marketing Concept - Give some examples e. The Societal Concept - Give some examples f. The Holistic Marketing Concept (Overview only) 3. Exercise (5 minutes) – Quiz
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Conduct Discussion. 3. Quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 5	Course Name: Marketing Management Topic: Marketing Concepts - Marketing environment (Contd.)	Course No.: BBALLB-204
--------------------------	---	-------------------------------

Objectives	At the end of the lesson the students shall be able to: a. Understand the concept of Holistic Marketing b. Know about the components of Holistic Marketing
Teaching Aids (if any)	a. PPT b. Video c. Live Examples
Teaching Development	1. Introduction (05 minutes) - Ask questions a. What do you understand by the term holistic? b. How can you relate the term holistic with marketing? 2. Development (25 minutes) a. Explain the concept of Holistic Marketing. b. Discuss the components of Holistic Marketing - Relationship Marketing - Integrated Marketing - Internal Marketing - Performance Marketing c. Illustrate with the help of examples 3. Exercise (5 minutes) – -Quiz -Video to be Displayed. - One minute paper pen activity
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Conduct Discussion. 3. Quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 6	Course Name: Marketing Management Topic: Marketing Management	Course No.: BBALLB-204
-------------------	--	------------------------

Objectives	At the end of the lesson the students shall be able to: a. Comprehend major shifts in marketing management over a period of time b. Understand how Marketing concepts can be applied in practice
Teaching Aids (if any)	a. PPT b. Video c. Live Examples
Teaching Development	1. Introduction (05 minutes) - Ask questions a. What do you know about Historical Development of Marketing? b. What trends have you observed in marketing activities till date? 2. Development (25 minutes) a. Discuss major shifts in the marketing management - From Marketing does the Marketing to Everyone does the Marketing - From Organizing by Product Units to Organizing by Customer Segments - From Making Everything to Buying More Goods and Services from Outside - From Using Many Suppliers to Working with Fewer Suppliers in a Partnership - From Relying on Old Market Positions to Uncovering New Ones - From Emphasizing Tangible Assets to Emphasizing Intangible Assets - From Building Brands through Advertising to Building Brands through Performance & Integrated Communications - From Attracting Customers Through Stores & Salespeople to Making Products available Online - From Selling to Everyone to Trying to be the Best Firm Serving Well-Defined Target Markets - From Focusing on Profitable Transactions to Focusing on Customer Lifetime Value - From a Focus on Gaining Market Share to a Focus on Building Customer Share - From Focusing on the Financial Scorecard to Focusing on the Marketing Scorecard - From Focusing on Shareholders to Focusing on Stakeholders 3. Exercise (5 minutes) – Quiz



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct Discussion.3. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 7	Course Name: Marketing Management Topic- Marketing Management	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: a. Identify the tasks that make up successful marketing management and marketing leadership b. Explain Marketing Management Tasks with examples	
Teaching Aids (if any)	a. PPT b. Video	
Teaching Development	<ol style="list-style-type: none">Introduction (05 minutes)<ul style="list-style-type: none">- Recapitulate the previous concepts- Ask questions<ol style="list-style-type: none">What do you understand by Marketing Management Tasks?According to you, what are the various tasks performed by Marketers or Marketing Managers?Development (24 minutes)<ol style="list-style-type: none">Explain various marketing management tasks<ul style="list-style-type: none">- Developing Marketing Strategies and Plans- Capturing Marketing Insights- Connecting with Customers- Building Strong Brands- Shaping the Market Offerings- Delivering Value- Communicating Value- Creating Long-Term GrowthIllustrate with the help of examplesExercise (5 minutes) – <p>Video to be displayed.</p>	
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the University Questions from the Syllabus.Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	
Evaluation	<ol style="list-style-type: none">Reflective Questions (What, Why, Who?). Allow students to answer and discuss.Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>	



Lesson Plan No. 8	Course Name: Marketing Management Topic: Marketing Management (Marketing Plan)	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. To understand the concept of marketing plan b. To learn the importance of marketing plan in business c. To identify the key components of a marketing plan 	
Teaching Aids (if any)	<ul style="list-style-type: none"> a. PPT b. Video 	
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> a. What do you understand by Marketing Plan? b. According to you, what should be the constituents of a marketing plan? c. Ask students if they have heard of the term "marketing plan" d. Explain that a marketing plan is a document that outlines a company's overall marketing strategy and tactics. e. Discuss the importance of having a marketing plan in business 2. Development (25 minutes) <ul style="list-style-type: none"> a. Define Marketing Plan b. Discuss the contents of a marketing plan <ul style="list-style-type: none"> - Executive summary and table of contents - Situational analysis - Marketing strategy - Financial projections - Implementation controls c. Illustrate with the help of an example 	
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. 4. https://www.investopedia.com/terms/m/marketing-plan.asp 5. https://www.entrepreneur.com/article/43018 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Conduct Discussion. 3. Quiz 	



Lesson Plan No. 9	Course Name: Marketing Management Topic: Marketing Plan (Contd.)	Course No.: BBA LLB-204
Objectives	At the end of the lesson the students shall be able to: a. Understand the process of developing marketing strategies and tactics b. Learn how to create effective marketing strategies and tactics c. Identify the different types of marketing strategies and tactics	
Teaching Aids (if any)	a. PPT	
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">- Recap the previous lesson on the importance of marketing plan- Explain that developing effective marketing strategies and tactics is a crucial part of a marketing plan- Discuss the difference between marketing strategies and tacticsDevelopment (25 minutes)<ul style="list-style-type: none">- Developing marketing strategies- Discuss the different types of marketing strategies, such as product differentiation, cost leadership, and niche marketing- Provide examples of each type of strategy and explain their advantages and disadvantages- Developing marketing tactics- Discuss the different types of marketing tactics, such as advertising, sales promotion, public relations, and personal selling- Provide examples of each type of tactic and explain their advantages and disadvantages- Creating an integrated marketing plan- Discuss the importance of integrating marketing strategies and tactics to achieve marketing objectives- Provide examples of companies that have successfully integrated their marketing efforts and the impact it had on their businessExercise (5 minutes) – Divide the students in groups and ask them to prepare a marketing plan for some product	
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the Analytical Questions from the Syllabus.Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. https://www.youtube.com/watch?v=JvZJXJ9v5zg https://www.marketing91.com/marketing-strategy/ https://www.thebalancesmb.com/types-of-marketing-strategies-2296761 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	
Evaluation	<ol style="list-style-type: none">Spend 5 minutes to evaluate the marketing plans developed by the studentsQuiz	



Lesson Plan No. 10	Course Name: Marketing Management Topic: Marketing Mix- 4Ps	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. To understand the concept of marketing mix b. To identify the four Ps of marketing mix c. To apply the marketing mix in a real-world scenario d. Illustrate with examples the different 4 P's of marketing. 	
Teaching Aids (if any)	<ul style="list-style-type: none"> a. PPT b. Video - https://www.youtube.com/watch?v=KvJcxdvVcaw 	
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Ask questions <ol style="list-style-type: none"> a. Introduce the topic of marketing mix and its importance in the field of marketing. Ask students if they have heard of the term before and what they think it means. b. What do you know about product, price, place and promotion? c. How price of the product is decided? 2. Development (25 minutes) <ol style="list-style-type: none"> a. Explain the concept of 4 P's of marketing b. Define marketing mix and explain its components (product, price, place, promotion) c. Discuss the importance of each component and how they work together to create a successful marketing strategy d. Provide examples of how companies have used the marketing mix to achieve their goals e. Discuss different types of 4 P's marketing. <ul style="list-style-type: none"> -Product -Price -Place -promotion f. Illustrate with the help of some examples 	
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. 4. https://www.investopedia.com/terms/m/marketing-mix.asp 5. https://www.marketing91.com/marketing-mix/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Conduct discussion. 3. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>	



Lesson Plan No. 11	Course Name: Marketing Management Topic: Marketing Mix- 4Ps and 4Cs	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: a. Understand the meaning and importance of the 4 C's in various aspects of life. b. Identify how the 4 C's are interrelated and essential for personal and professional development. c. Explore practical ways to incorporate the 4 C's in daily activities.	
Teaching Aids (if any)	a. PPT b. Video	
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) - Ask questions<ol style="list-style-type: none">a. Engage students with a thought-provoking question: "What skills do you think are most valuable for success in the 21st century?"b. Discuss the importance of 21st-century skills and introduce the 4 C's as fundamental components.c. What do you understand by the term customer value?d. Why do think customer value is important in marketing?e. According to you how value can be delivered to the customers? 2. Development (25 minutes)<ol style="list-style-type: none">a. Explain the concept of Customer Solutionb. Discuss the significance of customer costc. Illustrate with the help of some examplesd. Discuss the conveniencee. Communicationf. Explanation of each C (Critical thinking, Creativity,g. Collaboration, Communication) and their significance in problem-solving and innovation. 3. Exercise (5 minutes) –<ol style="list-style-type: none">a. Group activity: Students discuss and present examples of how each C is utilized in real-life scenarios.b Brainstorming session: Encourage students to generate ideas on how they can enhance their own 4 C's skills.	
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	



Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct Discussion.3. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
-------------------	--



Lesson Plan No. 12	Course Name: Marketing Management Topic: Introduction to Consumer Behaviour	Course No.: BBALLB- 204
---------------------------	--	------------------------------------

Objectives	At the end of the lesson the students shall be able to: a. Comprehend the concept of Consumer Behaviour b. Understand the significance of Consumer Behaviour c. Identify the factors that influence Consumer Behaviour
Teaching Aids (if any)	a. PPT b. Video- https://www.youtube.com/watch?v=JZV2fjJbYg0
Teaching Development	<p>1. Introduction (5 minutes) - Ask questions a. What do you understand by Consumer Behaviour? b. Why is it important to study Consumer Behaviour? c. What influences Consumer Behaviour?</p> <p>2. Development (25 minutes) a. Explain the meaning and concept of Consumer Behaviour with the help of examples b. Discuss the Significance of studying consumer behaviour c. Explain the factors influencing consumer behaviour - Cultural factors - Social factors • Reference Groups • Family • Roles and Status - Personal factors • Age & Stage in Life Cycle • Occupation & Economic Circumstances • Personality & Self-Concept • Lifestyle & values d. Illustrate with the help of a few examples</p> <p>3. Exercise (5 minutes) –</p> <p>Video to be Displayed.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Discuss the Analytical Questions from the Syllabus.</p> <p>3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>4. https://www.investopedia.com/terms/c/consumer-behavior.asp https://www.marketing91.com/what-is-consumer-behavior/</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>



Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct discussion3. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
-------------------	---



Lesson Plan No. 13	Course Name: Marketing Management Topic: Buying Decision Process	Course No.:BBALLB-204
---------------------------	---	------------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none">Understand the stages of the buying decision process.Identify the factors that influence consumer buying decisions.Analyze the importance of the buying decision process for marketers.
Teaching Aids (if any)	<ol style="list-style-type: none">PPTVideo
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Recapitulate the previous topicAsk questions<ol style="list-style-type: none">What do you understand by Consumer Behaviour?Why is it important to study Consumer Behaviour?What influences Consumer Behaviour?What stages does a consumer pass through while making a purchase decision?Development (25 minutes)<ol style="list-style-type: none">Discuss the five-stage model of consumer buying process<ul style="list-style-type: none">Problem RecognitionInformation Search<ul style="list-style-type: none">Information SourcesSearch DynamicsEvaluation of Alternatives<ul style="list-style-type: none">Beliefs & AttitudesExpectancy-Value ModelPurchase Decision<ul style="list-style-type: none">Non-compensatory Models of Consumer BehaviourIntervening FactorsPost-purchase Behaviour<ul style="list-style-type: none">Post-purchase SatisfactionPost-purchase ActionsPost-purchase Use & DisposalIllustrate with the help of a few examples
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the Analytical Questions from the Syllabus.Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">Reflective Questions (What, Why, Who?). Allow students to answer and discuss.Conduct Discussion.Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 13	Course Name: Marketing Management Topic: Buying Decision Process	Course No.:BBALLB-204
Objectives	At the end of the lesson the students shall be able to: d. Understand the stages of the buying decision process. e. Identify the factors that influence consumer buying decisions. f. Analyze the importance of the buying decision process for marketers.	
Teaching Aids (if any)	c. PPT d. Video	
Teaching Development	<p>3. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Recapitulate the previous topic- Ask questions<ul style="list-style-type: none">e. What do you understand by Consumer Behaviour?f. Why is it important to study Consumer Behaviour?g. What influences Consumer Behaviour?h. What stages does a consumer pass through while making a purchase decision? <p>4. Development (25 minutes)</p> <ul style="list-style-type: none">c. Discuss the five-stage model of consumer buying process<ul style="list-style-type: none">- Problem Recognition- Information Search<ul style="list-style-type: none">● Information Sources● Search Dynamics- Evaluation of Alternatives<ul style="list-style-type: none">● Beliefs & Attitudes● Expectancy-Value Model- Purchase Decision<ul style="list-style-type: none">● Non-compensatory Models of Consumer Behaviour● Intervening Factors- Post-purchase Behaviour<ul style="list-style-type: none">● Post-purchase Satisfaction● Post-purchase Actions● Post-purchase Use & Disposald. Illustrate with the help of a few examples <p>5. Exercise (5 minutes) –</p> <p>Video to be displayed.</p>	
Closure	<p>4. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>5. Discuss the Analytical Questions from the Syllabus.</p> <p>6. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	



Evaluation	<ol style="list-style-type: none">4. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.5. Conduct Discussion.6. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
-------------------	--



Lesson Plan No. 14(1)	Course Name: Marketing Management Topic: Participants in the Business Buying Process	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none">Understand the various roles and individuals involved in the business buying process.Identify the influence and impact of different participants on the decision-making process.Comprehend the significance of building relationships with key stakeholders in the business buying process.	
Teaching Aids (if any)	<ol style="list-style-type: none">PPTVideo	
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Recapitulate the previous topicAsk questions<ol style="list-style-type: none">Engage students with a real-world example of a business buying process, such as the purchase of software or equipment.Highlight the complexity of the process and the involvement of multiple stakeholders. What do you understand by Business Markets?What are the characteristics of Business Markets?Who according to you, are the participants in the Business Buying Process?Development (25 minutes)<ol style="list-style-type: none">Define Buying CentreDiscuss the roles played by organizational members in purchase decision process<ul style="list-style-type: none">InitiatorsUsersInfluencersDecidersApproversBuyersGatekeepersIllustrate with the help of a few examplesDiscuss Buying Centre InfluencesExplain Buying Centre TargetingExercise (5 minutes) – <p>Video to be Displayed.</p>	



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.4. www.salesforce.com/solutions/buyer-engagement/5. www.thecleverpm.com/2020/11/23/digital-transformation-and-the-buying-process/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct Discussion.3. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 15	Course Name: Marketing Management Topic: Factors influencing consumer buying behaviour business	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: a. Understand the factors that affect the consumer buying behaviour b. Explain the how these factors affect the consumer buying behaviour	
Teaching Aids (if any)	a. PPT b. Video	
Teaching Development	<p>1. Introduction (5 minutes)</p> <p>a. Ask questions b. What affect your buying? c. Does buying gets effected by anything?</p> <p>2. Development (25 minutes) Explain the factors that affect the consumer buying behaviour with the help of some examples</p> <ul style="list-style-type: none">-Personal Income-Disposable Income-Discretionary Income-Family Income-Consumer income expectation-Consumer Credit-Level of standard of living-Family Culture <p>Psychological Factors</p> <ul style="list-style-type: none">-Motivation-Perception-Learning-Beliefs-Attitude <p>Illustrate with the help of a few examples</p> <p>3. Exercise (5 minutes) –</p> <p>Video to be Displayed.</p>	



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 16	Course Name: Marketing Management Topic: Identifying Market Segments	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none">Understand the significance of market segmentation and targetingComprehend the concept of market segmentationIdentify various levels of segmentation	
Teaching Aids (if any)	<ol style="list-style-type: none">PPTVideo	
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes) - Ask questions<ol style="list-style-type: none">Engage students with a real-life example of market segmentation, such as a product or service that is targeted at a specific group of peopleWhat do you understand by term segment?What should market segment mean?How according to you, markets are segmented?Development (25 minutes)<ol style="list-style-type: none">Explain the concept of market segmentation with the help of examplesDiscuss the significance of segmentationDiscuss various levels of market segmentation<ol style="list-style-type: none">Segment MarketingNiche MarketingLocal MarketingIndividual MarketingExercise (5 minutes) – -Quiz - Students will be ask to provide an example of a product that is marketed based on demographic segmentation. - Video to be displayed.	
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the Analytical Questions from the Syllabus.Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	
Evaluation	<ol style="list-style-type: none">Reflective Questions (What, Why, Who?). Allow students to answer and discuss.Conduct Discussion.Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>	



Lesson Plan No. 17	Course Name: Marketing Management Topic: Bases of Segmentation (Consumer Markets)	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the bases for Consumer Market Segmentation b. Discuss various segmentation variables with the help of examples 	
Teaching Aids (if any)	<ul style="list-style-type: none"> a. PPT b. Video c. Live Examples 	
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Recapitulate the previous topic <ul style="list-style-type: none"> a. Engage students with a real-life example of how companies target specific consumer groups. b. Discuss the importance of understanding consumer diversity for marketing. 2. Development (25 minutes) <ul style="list-style-type: none"> a. Discuss the bases for consumer market segmentation <ul style="list-style-type: none"> - Geographic Segmentation - Demographic Segmentation - Psychographic Segmentation - Behavioural Segmentation b. Illustrate with the help of a few examples 3. Exercise (5 minutes) – <p>Video to be Displayed.</p>	
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. 4. www.investopedia.com/terms/m/marketsegmentation.asp 5. www.marketing91.com/what-is-market-segmentation-definition-bases-types/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Conduct Discussion 3. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>	



Lesson Plan No. 18	Course Name: Marketing Management Topic: Bases of Segmentation (Consumer Markets)	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: c. Understand the bases for Consumer Market Segmentation d. Discuss various segmentation variables with the help of examples	
Teaching Aids (if any)	d. PPT e. Video f. Live Examples	
Teaching Development	<p>4. Introduction (5 minutes) - Recapitulate the previous topic c. Engage students with a real-life example of how companies target specific consumer groups. d. Discuss the importance of understanding consumer diversity for marketing.</p> <p>5. Development (25 minutes) c. Discuss the bases for consumer market segmentation - Geographic Segmentation - Demographic Segmentation - Psychographic Segmentation - Behavioural Segmentation d. Illustrate with the help of a few examples</p> <p>6. Exercise (5 minutes) –</p> <p>Video to be Displayed.</p>	
Closure	<p>6. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>7. Discuss the Analytical Questions from the Syllabus.</p> <p>8. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>9. www.investopedia.com/terms/m/marketsegmentation.asp</p> <p>10. www.marketing91.com/what-is-market-segmentation-definition-bases-types/</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	
Evaluation	<p>4. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>5. Conduct Discussion</p> <p>6. Quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>	



Lesson Plan No. 19	Course Name: Marketing Management Topic: Market Targeting	Course No.: BBALLLB-204
Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of Market Targeting b. Explain various patterns of target market selection with the help of examples 	
Teaching Aids (if any)	<ul style="list-style-type: none"> a. PPT b. Video c. Live Example 	
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Recapitulate the previous topic - Introduce the concept of target marketing and its significance in reaching the right customers - Ask questions <ul style="list-style-type: none"> a. What do you understand by the term target market? b. How according to you, markets are targeted? 2. Development (25 minutes) <ul style="list-style-type: none"> a. Explain the concept of market targeting b. Discuss the criteria and steps in market targeting <ul style="list-style-type: none"> - Effective Segmentation Criteria <ul style="list-style-type: none"> ● Measurable ● Substantial ● Accessible ● Differentiable ● Actionable - Evaluating and Selecting the Market Segments <ul style="list-style-type: none"> ● Single-Segment Concentration ● Selective Specialization ● Product Specialization ● Market Specialization ● Full Market Coverage - Additional Considerations <ul style="list-style-type: none"> ● Segment-by-Segment Invasion Plans ● Ethical Choice of Market Targets c. Illustrate with the help of a few examples 3. Exercise (5 minutes) – <ul style="list-style-type: none"> Quiz Video to be Displayed. 	
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	



Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct Discussion.3. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
-------------------	--



Lesson Plan No. 20	Course Name: Marketing Management Topic: Positioning	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none">Understand the concept of PositioningAppreciate the significance of PositioningDiscuss the component tasks to be handled in positioning	
Teaching Aids (if any)	<ol style="list-style-type: none">PPTVideoLive Examples	
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">Ask questionsWhat do you understand by the term positioning?Why is positioning important? <p>2. Development (25 minutes)</p> <ul style="list-style-type: none">Explain the meaning and concept of positioningDiscuss the significance of positioningExplain the tasks involved in positioningDeciding the LocusAnalyzing Competitors' PositioningFixing the Positioning PlankEnsuring the Competitive Advantages for Delivering the PromiseDeveloping the Value PropositionCommunicating the Value Proposition to Target ConsumersMonitoring How the Positioning is Faring in the MarketRepositioning the Offer, if required-Differentiated and Undifferentiated marketingIllustrate with the help of a few examples <p>3. Exercise (5 minutes) – Student will be ask to write “Why do you think some products or brands stand out more than others in the market?”</p> <p>Video to be Displayed.</p>	
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the Analytical Questions from the Syllabus.Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	



Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.2. Conduct Discussion.3. Quiz <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
-------------------	--



Lesson Plan No. 21	Course Name: Marketing Management Topic: Product and Product Mix	Course No.: BBALLB-204
---------------------------	---	-------------------------------

Objectives	At the end of the lesson the students shall be able to: e. Understand the concept of Product Mix f. Discuss various components of product mix. g. Comprehend the importance of managing a product mix.
Teaching Aids (if any)	g. PPT h. Video
Teaching Development	<p>Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Recapitulate the previous topic <ul style="list-style-type: none"> - Engage students with a real-world example of a product mix, such as a company that offers multiple product lines. - Discuss the significance of understanding and managing a product mix in a business. - Ask questions <ul style="list-style-type: none"> e. What do you understand by Product? f. What are the different levels of Product? g. How many products HUL makes? <p>Development (25 minutes)</p> <p>Product and Product Mix</p> <ul style="list-style-type: none"> -Product mix Concept and definition - Product mix –Product Length and width Product mix Flow chat Product mix of Coca-Cola Product mix of P&G e. Illustrate with the help of a few examples <p>Exercise (5 minutes) –</p> <p>Give an exercise to the students to identify Factors Influencing Product Mix of Airtel India Limited.</p> <p>Video to be Displayed.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>Discuss the Analytical Questions from the Syllabus.</p> <p>Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>



Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Quiz Spend 5 minutes to evaluate student assimilation of the lesson contents
-------------------	--



Lesson Plan No. 22	Course Name: Marketing Management Topic: New Product Development	Course No.: BBALLB-204
---------------------------	---	-------------------------------

Objectives	At the end of the lesson the students shall be able to: h. Understand the concept of New Product development i. Analyze the stages of new product development j. Explain the importance of new product development
Teaching Aids (if any)	i. PPT j. Video k. Live Examples
Teaching Development	Introduction (5 minutes) - Recapitulate the previous topic - Ask questions h. What do you understand by New Product? i. What are the different types of Product? j. Which product can be considered as new? Development (25 minutes) a. New product development stages - Idea generation - Idea screening - Concept development - Market strategy development - Business Analysis - Product development - Market testing - Commercialization - Illustrate with the help of a few examples Exercise (5 minutes) – Introduce the topic of new product development and explain why it is important for businesses. Video to be Displayed.
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.



	Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Quiz Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 23	Course Name: Marketing Management Topic: Packaging and Labelling	Course No.: BBALLB-204
---------------------------	---	-------------------------------

Objectives	At the end of the lesson the students shall be able to: k. Understand the concept of Packaging and Labelling l. Understand different types of packaging m. Understand what function label does.
Teaching Aids (if any)	l. PPT m. Video
Teaching Development	<p>Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Recapitulate the previous topic - Ask questions <ul style="list-style-type: none"> -What are eco labels - How companies are focusing on packaging in current situations. <p>Development (25 minutes)</p> <ul style="list-style-type: none"> - Concept of Packaging - Functions of packaging - Types of packaging - Contemporary packaging issues - Labelling - Brand Labelling - Labelling laws. <p>Illustrate with the help of a few examples</p> <p>Exercise (5 minutes) – Students will be asked to design a packaging of a product of their own choice along with the label.</p> <p>Video to be Displayed.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>Discuss the Analytical Questions from the Syllabus.</p> <p>Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Discussion</p> <p>Quiz</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 24	Course Name: Marketing Management Topic: Price Mix	Course No.: BBALLB-204
---------------------------	---	-------------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> n. Understand the Price Mix o. Understand different ways of detaining the price of a product p. Understand how marketers use different pricing strategies for their product.
Teaching Aids (if any)	<ul style="list-style-type: none"> n. PPT o. Video- https://www.youtube.com/watch?v=JZVJZVXJUJw
Teaching Development	<p>Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Recapitulate the previous topic - Ask questions <ul style="list-style-type: none"> - Ask students if they have ever bought a product because of its price? - Explain that price is an important factor in marketing and that companies use different strategies to set prices - Introduce the concept of price mix and explain that it is a combination of different elements that companies use to set prices. <p>Development (25 minutes)</p> <ul style="list-style-type: none"> - Elements of price mix: - Explain the four elements of price mix: product cost, competition, target market, and marketing objectives - Provide examples of how each element affects pricing decisions - Pricing strategies: - Introduce different pricing strategies such as cost-plus pricing, value-based pricing, and penetration pricing - Explain the advantages and disadvantages of each strategy - Impact of price mix on consumer behavior: - Discuss how price affects consumer behavior and purchasing decisions - Provide examples of how companies use price mix to influence consumer behavior Illustrate with the help of a few examples <p>Exercise (5 minutes) – Quiz /Question</p> <p>What is the importance of pricing in marketing?</p> <p>What is bundle pricing?</p> <p>How does pricing affect business profitability?</p>



	Video to be Displayed.
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. https://www.investopedia.com/terms/p/pricing-strategy.asp https://www.marketing91.com/price-mix/</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Quiz Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 25	Course Name: Marketing Management Topic: Promotion Mix	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: Understand : The promotion mix - Definition of promotion - Definition and elements of promotional mix -The goals of promotion -The AIDA concept -Definition and major types of advertising - Media decisions in advertising -Definition and consumer sales promotional tools -Definition, functions of public relations and tools -Definition of personal selling	
Teaching Aids (if any)	p. PPT q. Video	
Teaching Development	Introduction (5 minutes) - Recapitulate the previous topic - Ask questions -Why companies do advertisement? What is buy one get one free offer etc.? Development (25 minutes) - Concept of Promotion - Promotional Strategies - Role of promotion mix in marketing mix - Promotional mix - Goals of Promotional mix - AIDA Concept - Advertisement and major types - Illustrate with the help of a few examples Exercise (5 minutes) – Video to be Displayed.	



Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 25	Course Name: Marketing Management Topic: Promotion Mix	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: Understand : The promotion mix - Definition of promotion - Definition and elements of promotional mix -The goals of promotion -The AIDA concept -Definition and major types of advertising - Media decisions in advertising -Definition and consumer sales promotional tools -Definition, functions of public relations and tools -Definition of personal selling	
Teaching Aids (if any)	r. PPT s. Video	
Teaching Development	7. Introduction (5 minutes) - Recapitulate the previous topic - Ask questions -Why companies do advertisement? What is buy one get one free offer etc.? 8. - Development (25 minutes) - Concept of Promotion - Promotional Strategies - Role of promotion mix in marketing mix - Promotional mix - Goals of Promotional mix - AIDA Concept - Advertisement and major types - Illustrate with the help of a few examples 9. - Exercise (5 minutes) – Video to be Displayed.	



Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the Analytical Questions from the Syllabus. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 27	Course Name: Marketing Management Topic: Direct and Online Marketing	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: -Understand the different platforms of online and offline marketing -Analyse which method is beneficial according to product category.	
Teaching Aids (if any)	t. PPT u. Video	
Teaching Development	<ul style="list-style-type: none">- Introduction (5 minutes)- Recapitulate the previous topic- Ask questions- What new marketing techniques you are aware off? How online marketing is helpful? - - Development (25 minutes)- Objective marketing through online and offline mode- Direct marketing- Benefits to the buyers from online marketing- Forms of direct marketing- Online marketing- Online marketing domains- Types of online marketers <p>Illustrate with the help of a few examples</p> <ul style="list-style-type: none">- Exercise (5 minutes) – <p>Video to be Displayed.</p>	
Closure	11. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 12. Discuss the University Questions from the Syllabus. 13. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. Spend 5 minutes to wrap up and consolidate the learnings	
Evaluation	7. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 8. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents	



Lesson Plan No. 27	Course Name: Marketing Management Topic: Direct and Online Marketing	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: -Understand the different platforms of online and offline marketing -Analyse which method is beneficial according to product category.	
Teaching Aids (if any)	v. PPT w. Video	
Teaching Development	<ul style="list-style-type: none">- Introduction (5 minutes)- Recapitulate the previous topic- Ask questions- What new marketing techniques you are aware off? How online marketing is helpful? - - Development (25 minutes)- Objective marketing through online and offline mode- Direct marketing- Benefits to the buyers from online marketing- Forms of direct marketing- Online marketing- Online marketing domains- Types of online marketers <p>Illustrate with the help of a few examples</p> <ul style="list-style-type: none">- Exercise (5 minutes) – <p>Video to be Displayed.</p>	
Closure	14. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 15. Discuss the University Questions from the Syllabus. 16. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. Spend 5 minutes to wrap up and consolidate the learnings	
Evaluation	9. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 10. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents	



Lesson Plan No. 29	5.1 Course Name: Marketing Management Topic Relationship Marketing	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: -Understand the value of relationship marketing. -Identify how relationship marketing is important.	
Teaching Aids (if any)	x. PPT y. Video	
Teaching Development	<ul style="list-style-type: none">- Introduction (5 minutes) Recapitulate the previous topic Ask questions -Do you feel in business relationships are more important? - Amway works on which strategy? - Development (25 minutes)<ul style="list-style-type: none">- What relationship marketing- Origin of relationship marketing- Usage of relationship marketing- Process of RM- Advantages- Disadvantages- Why relationship marketing is important- 7 big mistakes in RM- Impact of RM on customer loyalty--- Social media marketing using twitter- Social media marketing using Facebook- Social media marketing using LinkedIn- Social media marketing using different websites etc. <p>Illustrate with the help of a few examples</p> <ul style="list-style-type: none">- Exercise (5 minutes) – <p>Video to be Displayed.</p>	



Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the University Questions from the Syllabus. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 29	Course Name: Marketing Management Topic Relationship Marketing	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: -Understand the value of relationship marketing. -Identify how relationship marketing is important.	
Teaching Aids (if any)	z. PPT aa. Video	
Teaching Development	<ul style="list-style-type: none">- Introduction (5 minutes) Recapitulate the previous topic Ask questions -Do you feel in business relationships are more important? - Amway works on which strategy? - Development (25 minutes)<ul style="list-style-type: none">- What relationship marketing- Origin of relationship marketing- Usage of relationship marketing- Process of RM- Advantages- Disadvantages- Why relationship marketing is important- 7 big mistakes in RM- Impact of RM on customer loyalty--- Social media marketing using twitter- Social media marketing using Facebook- Social media marketing using LinkedIn- Social media marketing using different websites etc. <p>Illustrate with the help of a few examples</p> <ul style="list-style-type: none">- Exercise (5 minutes) – <p>Video to be Displayed.</p>	



Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the University Questions from the Syllabus. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 30	Course Name: Marketing Management Topic: Green and Rural Marketing	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: -Understand the Green marketing concept and its importance.. -Analyse why rural marketing is important.	
Teaching Aids (if any)	PPT	
Teaching Development	<ul style="list-style-type: none"> - Introduction (5 minutes) Recapitulate the previous topic Ask questions -Eco friendly Means? - Sustainability -How we as business person can save environment? - Development (25 minutes) <ul style="list-style-type: none"> - What the concept of green marketing - Definition - American marketing association - Requirements - Eco libelling - Dark side of green marketing <p>Illustrate with the help of a few examples</p> <ul style="list-style-type: none"> - Exercise (5 minutes) – <p>Video to be Displayed.</p>	
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the University Questions from the Syllabus. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>	
Evaluation	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>	



Lesson Plan No. 31	Course Name: Marketing Management Topic: Green and Rural Marketing	Course No.: BBALLB-204
Objectives	At the end of the lesson the students shall be able to: -Understand the Rural marketing concept and its importance.. -Analyse how marketers change their strategies in rural areas.	
Teaching Aids (if any)	PPT	
Teaching Development	<ul style="list-style-type: none"> - Introduction (5 minutes) Recapitulate the previous topic Ask questions -Can we use same marketing strategy in urban and rural area? -Any advertisement designed for rural area? - Development (25 minutes) <ul style="list-style-type: none"> - What the concept of rural marketing - Definition - Product strategy for rural market - Successful project in rural market <ul style="list-style-type: none"> -Coca cola -ITC -HUL Types of product required in rural area Common challenges in rural communities Illustrate with the help of a few examples <ul style="list-style-type: none"> - Exercise (5 minutes) – Video to be Displayed.	
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students on these. Discuss the University Questions from the Syllabus. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. Spend 5 minutes to wrap up and consolidate the learning	
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents	