



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Lesson Plan

Department of BBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Principles of Marketing Management
2.	Course Code	BBAMJ-403
3.	Academic Year	2024-2025
4.	Semester	4 th
5.	Number of Lesson plans	49
6.	Faculty Assigned	Ms. Diksha Mahajan

Faculty Signature



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Lesson Plan No. 1.0	Course Name: Principles of Marketing Management Topic: Introduction to the course	Course No.: BBAMJ-403
Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of marketing. b. differentiate between the traditional and modern concept of marketing. c. identify the scope of marketing	
Teaching Aids (if any)	a. Power Point Presentation b. Green Board	



Teaching Development	1. Introduction (5 minutes) <ul style="list-style-type: none">- Ask questions. what is marketing? how marketing is different from selling? what is covered under scope of marketing?- Introduce the concept of marketing. Show definition on slide.
	2. Development (30 minutes) <ul style="list-style-type: none">a. Definition of marketing. Explain with real life examples
	b. Traditional concept of Marketing How marketing used to be just aggressive selling earlier.
	c. Modern concept of marketing How has marketing evolved over the period of time. Now the needs and preferences of consumers are to be considered before producing begins. Differentiate between modern and traditional marketing



Lesson Plan No. 1.1	Course Name: Principles of Marketing Management Topic: Concept of Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: d. articulate the concept of marketing. e. differentiate between the traditional and modern concept of marketing. f. identify the scope of marketing
Teaching Aids (if any)	c. Power Point Presentation d. Green Board
Teaching Development	<p>2. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. what is marketing? how marketing is different from selling? what is covered under scope of marketing?- Introduce the concept of marketing. Show definition on slide. <p>3. Development (30 minutes)</p> <ul style="list-style-type: none">a. Definition of marketing. Explain with real life examplesb. Traditional concept of Marketing How marketing used to be just aggressive selling earlier.c. Modern concept of marketing How has marketing evolved over the period of time. Now the needs and preferences of consumers are to be considered before producing begins. Differentiate between modern and traditional marketingd. Scope of Marketing Identifying what all is covered under scope of marketing -Goods -Services -Experiences -Event -Persons -Place -Properties -Organizations -Information -Ideas <p>3. Exercise (5 minutes) –</p>



	Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework - Revise the concepts taught today. <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. 1.2	Course Name: Principles of Marketing Management Topic: Needs, Wants and demands in marketing Evolution of Marketing Management	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. articulate the concept of needs, wants, and demands. b. Analyse different stages involved in evolution of marketing
Teaching Aids (if any)	c. Power Point Presentation d. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. what is need? what is want? what is demand? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Definition of needs. Explain with examples Types of needs b. Definition of wants. Explain with examples c. Definition of demand Explain with examples Types of demands d. Evolution of marketing philosophies Production Concept Product Concept Selling Concept Marketing Concept Societal Marketing <p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller</p>



	<p>3. Homework</p> <ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 1.3	Course Name: Principles of Marketing Management Topic: Marketing Channels	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Marketing Terminologies b. Analyse various types of marketing channels
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is product? What value customer derives from a product? How to satisfy a customer? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Product/ Offering- Value Satisfaction- Customer satisfaction- Exchange- Transaction- Relationship marketing- Marketing network- Market - Types of Marketing Channela. Communication Channels Definitions Types:<ul style="list-style-type: none">- Print Media- Broadcast- Digital media- Direct marketingb. Distribution Channels Definitions Types:<ul style="list-style-type: none">- Wholesalers- Retailers- Agents and Brokers- Direct-to-Consumer (DTC)c. Service Channels Definitions



	<p>Types:</p> <ul style="list-style-type: none">- Warehousing- Transportation Companies- Financial Institutions- Insurance Companies <p>d. Importance of Marketing Channels</p> <ul style="list-style-type: none">- Market Reach- Customer Awareness and Engagement- Efficient Product Availability- Efficient Product Availability- Risk Management- Competitive Advantage <p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class. <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. 1.4	Course Name: Principles of Marketing Management Topic: Marketing Media	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Articulate categories of marketing media
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. How do businesses communicate with the buyers? Why are marketing media needed? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Types of Marketing Media<ul style="list-style-type: none">a. Paid Media<ul style="list-style-type: none">- Newspapers- Magazines- Television programs- Websites- Billboardsb. Earned Media<ul style="list-style-type: none">- Customer Reviews- Social Media Mentions- Public Relations (PR) Coveragec. Owned Media<ul style="list-style-type: none">- Company Websites- Social Media Profiles- Newslettersd. Shared Media<ul style="list-style-type: none">- User-Generated Content (UGC):- Social Media Shares- Partnerships and Collaborationse. Social Media<ul style="list-style-type: none">- Facebook- Telegram- Instagram- LinkedIn



	<p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class. <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. 1.5	Course Name: Principles of Marketing Management Topic: Marketing Environment	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of Marketing Environment
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What factors do affect the process of marketing? Why is the study of these factors important? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Marketing Environment- Meaning- Features- Types:<ul style="list-style-type: none">- Internal Environment<ul style="list-style-type: none">• Company's mission, vision• Company's culture• Company Culture• Company image and Goodwill• Marketing Strategy• Technical Capacity• Managerial Skills and Abilities• Structure and Processes- External Micro Environment<ul style="list-style-type: none">• Suppliers• Marketing Intermediaries• Consumers• Competitors• Public- External Macro Environment<ul style="list-style-type: none">• Demography• Economic Environment• Physical Environment or Natural Forces• Technological Factors• Social & Cultural Factors- Functions of Marketing Environemnt<ul style="list-style-type: none">• Essential For Planning• Helps In Understanding Customers• Knowing Threats And Opportunities



	<ul style="list-style-type: none">• Tapping Of Trends• Knowing About Competitors• Managing The Changes <p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class. <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. 1.6	Course Name: Principles of Marketing Management Topic: Marketing Mix	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Understanding the significance of Marketing Mix- 4 Ps b. Analyse the concept of 4 As of Marketing
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What are the different components of marketing? How is the performance of marketing process analysed? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Marketing Mix (4 Ps of marketing)- Product<ul style="list-style-type: none">• Meaning• Significance in Marketing Mix- Price<ul style="list-style-type: none">• Meaning• Significance in Marketing Mix- Promotion<ul style="list-style-type: none">• Meaning• Significance in Marketing Mix- Place<ul style="list-style-type: none">• Meaning• Significance in Marketing Mix- 4 As of Marketing- Acceptability<ul style="list-style-type: none">• Functional Acceptability• Psychological acceptability- Affordability<ul style="list-style-type: none">• Psychological Affordability• Economical Affordability- Accessibility<ul style="list-style-type: none">• Customer Convenience• Customer Availability- Awareness<ul style="list-style-type: none">• Product Knowledge• Brand Awareness <p>3. Exercise (5 minutes) –</p>



	Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 1.7	Course Name: Principles of Marketing Management Topic: Factors affecting Marketing Mix	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Understanding the factors affecting Marketing Mix
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What consideration are to be taken into account while deciding the marketing mix? How does the determination of marketing mix helps businesses? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Factors affecting Marketing Mix<ul style="list-style-type: none">• Target Market Characteristics• Competitive Environment• Economic Conditions• Technological Trends• Legal and Regulatory Requirements• Cultural and Social Factors• Consumer Preferences and Trends• Company Objectives and Resources• Distribution Channels• Product Lifecycle Stage• Brand Image and Reputation• Technological Infrastructure- Importance of Marketing Mix<ul style="list-style-type: none">• Customer Satisfaction• Competitive Advantage• Brand Identity• Market Segmentation• Revenue Generation• Perceived Value• Demand Management• Competitive Positioning• Market Access• Channel Management• Logistics and Supply Chain Management• Market Coverage



	<ul style="list-style-type: none">• Brand Awareness• Customer Engagement• Sales Generation• Reputation Management <p>3. Exercise (5 minutes) – Ask questions to check the students' understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 2.1	Course Name: Principles of Marketing Management Topic: Segmentation	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Analyse the concept of a Segmentation
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What do you mean by the term market? What are the different types of market? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Market<ul style="list-style-type: none">• Definition of the term market.• Examples of market- Types of Market<ul style="list-style-type: none">• Consumer Markets• Organizational Markets-• Types of Organizational Market:<ul style="list-style-type: none">• The Industrial market• The Reseller Market• Difference between consumer and organizational market- Concept of Segmentation- Mass Marketing- Target Marketing- Importance of Segmentation <p>3. Exercise (5 minutes) – Ask questions to check the students' understanding on the topic.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller</p> <p>3. Homework</p> <ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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>
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Lesson Plan No. 2.2	Course Name: Principles of Marketing Management Topic: Need for Segmentation	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Appraise the need of a Segmentation
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. How is market segmentation done? What are the bases for segmentation? What are the various levels of segmentation? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Bases of segmentation:<ul style="list-style-type: none">• Geographic Segmentation• Demographic Segmentation• Psychographic Segmentation• Behaviouristic Segmentation• Volume Segmentation• Product-space Segmentation• Benefit Segmentation.- Levels of Segmentation<ul style="list-style-type: none">• Mass marketing• Segment marketing• Niche marketing• Local marketing• Individual marketing <p>3. Exercise (5 minutes) – Ask questions to check the students' understanding on the topic.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller</p> <p>3. Homework</p>



	<p>- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.</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. 2.3	Course Name: Principles of Marketing Management Topic: Concept and Techniques of Targeting	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Appraise the concept of targeting b. Evaluate the techniques of targeting
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What is meant by targeting? What are various techniques of targeting? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Definition of target market - How to Define Product's Target Market? - Need of target market identification <ul style="list-style-type: none"> • Resource Allocation • Message Tailoring • Product Development • Competitive Advantage • Market Expansion • Optimized Marketing Channels • Improved Customer Insights • Higher ROI (Return on Investment) • Enhanced Brand Loyalty • Risk Mitigation - How to identify a target market? <ul style="list-style-type: none"> • Define Your Product or Service • Conduct Market Research • Segmentation • Evaluate Segment Attractiveness • Select Target Segments • Develop Buyer Personas • Position Your Offering • Test and Refine - Techniques/ Strategies for target marketing <ul style="list-style-type: none"> • Undifferentiated Marketing • Differentiated Marketing • Concentrated Marketing • Real Marketing • Micromarketing



	<ul style="list-style-type: none">• Local Marketing <p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class. <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. 2.4	Course Name: Principles of Marketing Management Topic: Positioning	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Appraise the concept of Positioning
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What do you mean by positioning? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- What is Brand Positioning? How to Define Product's Target Market?- Why is brand positioning important?- Types of Brand Positioning Strategies<ul style="list-style-type: none">• Customer Service Positioning Strategy• Convenience-Based Positioning Strategy• Price-Based Positioning Strategy• Quality-Based Positioning Strategy• Differentiation Strategy• Social Media Positioning Strategy• Other Positioning Strategies- How to Create a Brand Positioning Strategy<ul style="list-style-type: none">• Determine your current brand positioning.• Create a brand essence chart.• Identify your competitors.• Conduct competitor research.• Identify your unique value proposition.• Build a brand positioning framework.• Create your positioning statement.• Evaluate whether your positioning works.• Establish an emotional connection with prospects and customers.• Reinforce your brand's differentiating qualities during the sales process.• Create value.• Ensure that customer-facing employees embody your brand.- Brand Positioning Examples<ul style="list-style-type: none">• Bumble vs. Tinder• Starbucks vs. Dunkin'• Spotify vs. Apple Music



	<ul style="list-style-type: none">• Popeyes vs. Chick-Fil-A <p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- https://blog.hubspot.com/sales/brand-positioning-strategy- Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class. <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. 2.5	Course Name: Principles of Marketing Management Topic: Positioning	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Define the Frame of Reference
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is Frame of Reference in marketing? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Define Frame of Reference.- Characteristics of Frame of Reference<ul style="list-style-type: none">• Contextual Understanding• Comparison Basis• Perceptual Anchoring• Positioning Strategy• Communication Framework• Market Segmentation• Brand Positioning- Need/Importance of having a frame of Reference<ul style="list-style-type: none">• Understanding the Competitive Landscape• Identifying Differentiation Opportunities• Targeting the Right Audience• Communicating Value Proposition• Optimizing Marketing Strategies• Building Brand Identity• Adapting to Market Changes- Process of establishing a Frame of Reference<ul style="list-style-type: none">• Market Analysis• Consumer Research• Segmentation• Identify Points of Differentiation• Positioning Strategy Development• Testing and Refinement <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation



	<p>from students on these.</p> <ol style="list-style-type: none">2. Suggested Reading<ul style="list-style-type: none">- Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 2.6	Course Name: Principles of Marketing Management Topic: Point of Purchase	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Analyse the concept of Point of Purchase
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What do you mean by Point of Purchase? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Define Point of Purchase.- Need/ Importance of POP<ul style="list-style-type: none">• Decision Moment Influence• Brand Visibility• Increase Sales• Product Education• Promotional Opportunities• Customer Experience• Data Collection- Determination of POP<ul style="list-style-type: none">• Consumer Behaviour Analysis• Market Research• Retailer Partnerships• Merchandising Strategies• Seasonal and Promotional Considerations• Online Platforms and E-commerce• Seasonal and Promotional Considerations- Process of Setting POP<ul style="list-style-type: none">• Understand Target Audience• Define Objectives• Choose Location• Design Display• Highlight Key Products• Incorporate Branding• Include Promotions• Provide Information• Test and Iterate• Monitor Performance



	<p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading - Marketing Management by Philip T. Kotler, Kevin Lane Keller</p> <p>3. Homework - Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 2.7	Course Name: Principles of Marketing Management Topic: Point of Differentiation	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Evaluate the idea of Point of Differentiation
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What do you mean by Point of Differentiation? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Define Point of Differentiation.- Need/ Importance of POD- Determination of POP<ul style="list-style-type: none">• Market Differentiation• Brand Identity• Value Proposition• Competitive Advantage• Customer Engagement• Marketing Effectiveness• Long-Term Success- Considerations affecting POD<ul style="list-style-type: none">• Market Research• Identify Target Audience• SWOT Analysis• Unique Selling Proposition (USP):• Customer Feedback• Brand Essence• Test and Iterate• Long-Term Viability• Communicate Clearly- Process for setting POD<ul style="list-style-type: none">• Market Analysis• Define Target Audience• SWOT Analysis• Unique Selling Proposition (USP) Development• Brand Identity and Positioning• Testing and Validation• Communication Strategy• Implementation and Monitoring



	<ul style="list-style-type: none">- Difference between POP vs POD <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 2.8	Course Name: Principles of Marketing Management Topic: Brand Positioning	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Understanding the concept of Brand Positioning
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What do you mean by Brand Positioning?2. Development (30 minutes)<ul style="list-style-type: none">- Brand Positioning definition- Importance of Brand Positioning<ul style="list-style-type: none">• Differentiation• Targeting the Right Audience• Value Perception• Relevance and Resonance• Consistency and Coherence• Competitive Advantage• Brand Extension and Growth• Long-Term Success and Brand Equity- Types of Brand Positioning Strategies<ul style="list-style-type: none">• Customer Service Positioning Strategy• Convenience-Based Positioning Strategy• Price-Based Positioning Strategy• Quality-Based Positioning Strategy• Differentiation Strategy• Social Media Positioning Strategy- Establish a Brand Positioning Strategy<ul style="list-style-type: none">• Determine your current brand positioning.• Create a brand essence chart• Identify your competitors• Conduct competitor research• Identify your unique value proposition• Build a brand positioning framework• Create your positioning statement3. Exercise (5 minutes)<ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation



	<p>from students on these.</p> <ol style="list-style-type: none">2. Suggested Reading<ul style="list-style-type: none">- Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 3.1	Course Name: Principles of Marketing Management Topic: Product	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Scrutinise the concept of Product
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is meant by product/offering? 2. Development (30 minutes) - Definition of product - Levels of Product <ul style="list-style-type: none">• Core benefit• Generic product• Expected product• Augmented product• Potential product - Dimensions of a Product <ul style="list-style-type: none">• Managerial dimension• Consumer dimension• Social dimension - Types of products - Consumer product <ul style="list-style-type: none">• On the basis of durability<ul style="list-style-type: none">✓ Durable products✓ Non-Durable products✓ Services• On the basis of shopping efforts<ul style="list-style-type: none">✓ Convenience products✓ Shopping products✓ Speciality products - Industrial products <ul style="list-style-type: none">• Materials and parts• Capital items• Supplies and business services - Difference between consumer and industrial products 3. Exercise (5 minutes) - Ask questions to check the students' understanding on the topic.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 3.2	Course Name: Principles of Marketing Management Topic: New Product Development	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Appraise the intricacies of New Product Development
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. How is a product formulated? What are the factors behind development of new product? What is process of New Product Development? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Concept of New Product Development- The seven stages of New Product Development<ul style="list-style-type: none">• Idea generation• Idea screening• Concept development and testing• Marketing strategy and business analysis• Product development• Test marketing• Product launch- Tips for creating a successful product development process<ul style="list-style-type: none">• Understand the market• Focus on problem solving• Develop a clear value proposition• Create prototype and gather feedback• Iterate based on feedback• Prioritise user experience- Reasons for failure of new product<ul style="list-style-type: none">• Poor market research• Lack of differentiation• Timing issues• Quality concerns• Ineffective marketing• Over/Under-pricing• Poor user experience• Lack of adaptability• Supply chain issues



	<p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework<ul style="list-style-type: none">- Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class. <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. 3.3	Course Name: Principles of Marketing Management Topic: Product Life Cycle	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Evaluate the various stages of Product Life Cycle
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What do you mean by product life cycle? What stages are there in a product lifecycle? How can all the stages be managed? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Concept of Product Life Cycle- Stages of Product Life Cycle<ul style="list-style-type: none">• The Development Stage• The Growth Stage• The Maturity Stage• The Decline Stage- True benefits of Product life cycle Management<ul style="list-style-type: none">• Reduced Time to Market• Reduced Market Entry Costs• More Efficient and Profitable Distribution Channels• Higher Return on Investment from Promotional Campaigns• Extend the Lifetime of Your Product by Adapting Your Approach as it Moves Through the Lifecycle• Orderly and Profitable End-of-Life Product Management- Marketing Mix strategies for stages of product life cycle <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading</p> <ul style="list-style-type: none">- Marketing Management by Philip T. Kotler, Kevin Lane Keller <p>3. Homework</p> <ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.



	Spend 5 minutes to wrap up and consolidate the learnings
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. 3.4	Course Name: Principles of Marketing Management Topic: Branding	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Evaluate the various stages of Product Life Cycle
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	1. Introduction (5 minutes) - Ask questions. What is a brand? List few popular brands. 2. Development (30 minutes) - What is Brand? • Definition • Examples - What is branding? • Meaning • Examples - Difference between Branding and Marketing - Importance of Branding • Influencing purchasing decisions • Creates an identity for your business • Helps customers remember your business • Boosts advertising and marketing • Builds employee support 3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading - Marketing Management by Philip T. Kotler, Kevin Lane Keller 3. Homework - Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to



	<p>answer and discuss.</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 3.5	Course Name: Principles of Marketing Management Topic: Brand Equity	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Analyse the concept of Brand Equity
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<ul style="list-style-type: none">- Introduction (5 minutes)- Ask questions. Have you ever heard of the term brand equity? What constitutes for brand equity?- Development (30 minutes)- Meaning of Brand Equity- Components of Brand Equity<ul style="list-style-type: none">• Consumer Perception• Effects - Positive or Negative• Resulting Value- Effect on Profit Margins<ul style="list-style-type: none">• Perceived Value and Pricing• Effect on Sales Volume• Customer Retention and Loyalty• Competitive Advantage• Brand Extensions and Diversification• Price Premium and Perceived Value• Risk Mitigation• Long-term Sustainability- Tracking a Company's Success with Brand Equity<ul style="list-style-type: none">• Significance of Brand Equity in Company Evaluation• Competitive Landscape• Brand Equity Fluctuations Over Time• E-commerce Influence on Brand Equity• Factors Driving Brand Equity Growth- Exercise (5 minutes)- Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading<ul style="list-style-type: none">- Marketing Management by Philip T. Kotler, Kevin Lane Keller



	<p>3. Homework</p> <ul style="list-style-type: none">- Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 3.6	Course Name: Principles of Marketing Management Topic: Brand Loyalty	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Appraise the notion of Brand Loyalty
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is brand loyalty? What brands are you loyal to as a consumer? How to check for brand loyalty? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Meaning of Brand Loyalty- How to Build Brand Loyalty?<ul style="list-style-type: none">• Best-in-Class Quality• Customer Service• Brand Ambassadors• Loyalty Programs• Online Community- Brand-Loyalty Leaders<ul style="list-style-type: none">• Apple• Nike- What Is the Difference Between Brand Loyalty and Customer Loyalty?- Why is brand loyalty important?<ul style="list-style-type: none">• Increases profitability• Customer retention• Strong brand equity• Enhanced customer perception• Customer willing to pay more• Expansion into new markets• Better positioning• Long-term brand sustainability• Increase brand resilience <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.



	<ol style="list-style-type: none">2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 3.7	Course Name: Principles of Marketing Management Topic: Product and Brand Relationship	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Examine the relationship between product and brand
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. Are brand and product related? If yes, then how? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Product and Brand Relationship: <ul style="list-style-type: none"> • Brand Identity • Brand Image Transfer • Brand Loyalty • Consistency and Trust • Emotional Connections • Brand Reputation • Brand Equity • Customer Experience • Brand Communication <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions to check the students' understanding on the topic.
Closure	<p>4. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>5. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller</p> <p>6. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>3. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>4. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 3.8	Course Name: Principles of Marketing Management Topic: Service Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Examine the relationship between product and brand
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What are services? How are services marketed? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Meaning of Service - Meaning of Service Marketing - Features of Services <ul style="list-style-type: none"> • Intangibility • Inseparability • Heterogeneity (or variability) • Perishability • Changing demand • Pricing of services • Direct channel - Problems in Marketing Services - SCOPE OF SERVICE MARKETING <ul style="list-style-type: none"> • Service as an Organization • Service as Core Product • Service as Product Support • Service as an Act (Mode of Behavior) • Service as an Experience • Service Quality and Standards • Service Innovation • Service Recovery • Service Culture and Employee Engagement • Service Ecosystems • Service Ethics and Social Responsibility - 7 Ps of service marketing <ul style="list-style-type: none"> • Product • Price • Place • Promotion



	<ul style="list-style-type: none">• People• Process• Physical evidence <p>3. Exercise (5 minutes) – Ask questions to check the students' understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 4.1	Course Name: Principles of Marketing Management Topic: Consumer Behaviour	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of consumer behaviour
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. How important is consumer for a business? What kinds of consumers do exist? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Meaning of Consumer Behaviour- Examples- Importance of Consumer Behaviour<ul style="list-style-type: none">• Better marketing and communications• Improve customer retention• Increase customer loyalty• Better plan inventory• Increase sales• Research competition- Types of Consumer Behavior<ul style="list-style-type: none">• Complex buying behavior• Dissonance-reducing buying behavior• Habitual buying behavior• Variety-seeking buying behavior <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller</p> <p>3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.</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>
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Lesson Plan No. 4.2	Course Name: Principles of Marketing Management Topic: Factors affecting Consumer Behaviour	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Analyse the factors affecting consumer behaviour
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. What factors affect consumer behaviour? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Factors affecting Consumer Behaviour <ul style="list-style-type: none"> • Situational factors • Personal factors • Social factors • Psychological factor - How to collect data on consumer behavior? <ul style="list-style-type: none"> • Surveys • Focus groups • Interviews • Observations • Experiments • Data analysis <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions to check the students' understanding on the topic.
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller</p> <p>3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Conduct Discussion</p>



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	Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 4.3	Course Name: Principles of Marketing Management Topic: The Buying Decision Making Process	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Understanding the Process of Buyer's Decision Making
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. How does a consumer arrive at a decision? What levels does he/she follow while making the buying decision?2. Development (30 minutes)<ul style="list-style-type: none">- Process of Consumer decision making<ul style="list-style-type: none">• Problem recognition Recognizes the need for a service or product• Information search Gathers information• Alternatives evaluation Weighs choices against comparable alternatives• Purchase decision Makes actual purchase• Post-purchase evaluation Reflects on the purchase they made3. Exercise (5 minutes)<ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.



	Spend 5 minutes to wrap up and consolidate the learnings
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. 4.4	Course Name: Principles of Marketing Management Topic: Moderating effects on Consumer Decision Making	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Observe the Moderating effects on Consumer Decision Making
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">- Ask questions. What are moderating effects on Consumer Decision Making2. Development (30 minutes)<ul style="list-style-type: none">- Meaning of Moderating effects- Types of Moderating effects<ul style="list-style-type: none">• Low involvement consumer decision making process• Variety seeking buying behaviour• Decision heuristics• Framing• Mental accounting• Prospect theory•3. Exercise (5 minutes)<ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 4.5	Course Name: Principles of Marketing Management Topic: Behavioral Decision-Making Theory	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Study the Behavioural Decision-Making theory
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. Do you have knowledge of any consumer behavioural models? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - What is a Consumer Behaviour Model? - Traditional Models of Consumer Behaviour <ul style="list-style-type: none"> • Learning Model of Consumer Behaviour • Psychoanalytical Model of Consumer Behaviour • Sociological Model of Consumer Behaviour • Economic Model of Consumer Behaviour <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions to check the students' understanding on the topic.
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller</p> <p>3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.</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>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4.6	Course Name: Principles of Marketing Management Topic: Behavioral Decision-Making Theory	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Study the Behavioural Decision-Making theory
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	1. Introduction (5 minutes) - Ask questions. Do you have knowledge of any consumer behavioural models? 2. Development (30 minutes) - Contemporary Models of Consumer Behaviour <ul style="list-style-type: none">• Engel-Kollat-Blackwell (EKB) Model• Black Box Model• Hawkins Stern Model• Howard Sheth Model• Nicosia Model• Webster and Wind Model 3. Exercise (5 minutes) - Ask questions to check the students' understanding on the topic.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller 3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. 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 Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 4.7	Course Name: Principles of Marketing Management Topic: Behavioral Economics	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Discover the concept of Behavioural Economics
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) Ask questions. What is behavioural economics?2. Development (30 minutes)<ul style="list-style-type: none">- What is behavioural economics- How is behavioural economics used in marketing?- Principles of Behavioural Economics<ul style="list-style-type: none">• The power of FREE• Social proof• Scarcity• Loss aversion• Partial ownership• Framing• Dominated alternative/ Third Decoy• The choice paradox• Anchoring3. Exercise (5 minutes)<ul style="list-style-type: none">– Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to



	<p>answer and discuss.</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 5.1	Course Name: Principles of Marketing Management Topic: Internal Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of Internal Marketing
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	1. Introduction (5 minutes) Ask questions. Have you ever heard of Internal Marketing? Explain the concept of internal marketing. 2. Development (30 minutes) <ul style="list-style-type: none">- Internal Marketing<ul style="list-style-type: none">• Meaning• Examples- Strategies for internal marketing- Factors affecting internal marketing- Types of internal marketing- Advantages and disadvantages- Internal marketing v/s External marketing 3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller https://www.wallstreetmojo.com/internal-marketing/ 3. Homework Revise the learning of today’s lecture for a class discussion tomorrow, at the beginning of class. 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 Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 5.2	Course Name: Principles of Marketing Management Topic: Socially Responsible Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Analyse the concept of Socially responsible Marketing
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) Ask questions. What is socially responsible marketing?2. Development (30 minutes)<ul style="list-style-type: none">- Socially Responsible Marketing- Meaning- Key aspects of Socially Responsible Marketing- Importance of Socially Responsible Marketing- Best practices in Socially Responsible Marketing- Prominent Examples of firms using the model of Socially Responsible Marketing3. Exercise (5 minutes)<ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 5.3	Course Name: Principles of Marketing Management Topic: Cause Related Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Observe the intricacies of Cause Related Marketing
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes) Ask questions. What is cause related marketing? What kind of causes should businesses support?</p> <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Cause Related Marketing - Meaning - Advantages <ul style="list-style-type: none"> • Exercise corporate social responsibility • Improve corporate image • Build a relationship with a new community • Boost employee morale • Build brand loyalty - Disadvantages <ul style="list-style-type: none"> • Your campaign draws scrutiny • Campaigns may have unintended effects on communities - How to build a cause-related marketing <ul style="list-style-type: none"> • Select a cause • Define the contribution • Get the audience involved • Work with a non-profit to promote the campaign <p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller</p> <p>3. Homework Revise the learning of today’s lecture for a class discussion</p>



	tomorrow, at the beginning of class. 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 Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 5.4	Course Name: Principles of Marketing Management Topic: Online Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Examine the workings of Online Marketing
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes) Ask questions. What is online marketing? What are the terminologies you come across in your life that relate to online marketing?</p> <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Online Marketing- Benefits of Online Marketing<ul style="list-style-type: none">• Cost-effective• Targeted• Flexible• Scalable• Trackable- Types of Online Marketing<ul style="list-style-type: none">• Search Engine Optimization• Social Media• Content Marketing• Pay-Per-Click Advertising• Influencer Marketing• Affiliate Marketing• Email Marketing- Process of Online Marketing<ul style="list-style-type: none">• Define Your Target Audience• Set Clear Goals• Choose Appropriate Channels & Platforms• Develop a Content Strategy• Create Engaging Content• Measure & Analyze Results• Refine & Iterate <p>3. Exercise (5 minutes) – Ask questions to check the students’ understanding on the topic.</p>
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation



	<p>from students on these.</p> <ol style="list-style-type: none">2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 5.5	Course Name: Principles of Marketing Management Topic: Mobile Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Assess the notion of Mobile Marketing
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) Ask questions. What is Mobile Marketing?2. Development (30 minutes)<ul style="list-style-type: none">- Meaning of Mobile marketing- Types of Mobile Marketing<ul style="list-style-type: none">• In-App Marketing• Social Media Marketing• Location-Based Marketing• Mobile Push Marketing• SMS Marketing• QR Code Marketing- Mobile Marketing vs. Traditional Marketing- Advantages of Mobile Marketing<ul style="list-style-type: none">• Accessible and Immediate• Global Audience• Multiple Channels• Personalization• Viral Potential- Disadvantages of Mobile Marketing<ul style="list-style-type: none">• Little Room for Error• Bad User Experiences• Navigation Issues• Privacy and Permission• Constant Updates3. Exercise (5 minutes)<ul style="list-style-type: none">- Ask questions to check the students' understanding on the topic.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller



	<p>3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 5.6	Course Name: Principles of Marketing Management Topic: Mobile Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the features of Green Marketing
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes) Ask questions. What is Green Marketing? What is the relevance of green marketing in today's era? Mention real-life examples of green marketing.</p> <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Meaning of Green Marketing - Benefits of green marketing <ul style="list-style-type: none"> • Appeals to a new market • Increases profitability and brand loyalty • Lowers overhead costs • Helps the environment - Disadvantages of green marketing - Strategies for green marketing <ul style="list-style-type: none"> • Producing sustainable products • Using sustainable materials to make products • Responsible waste disposal • Opting for electronic marketing • Implementing eco-friendly energy practices • Using emission-minded shipping practices • Promoting a green alliance • Investing in your community <p>3. Exercise (5 minutes) – Ask questions to check the students' understanding on the topic.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller https://www.indeed.com/career-advice/career-development/green-marketing</p>



	<p>3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 5.7	Course Name: Principles of Marketing Management Topic: Service Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Examine the relationship between product and brand
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	1. Introduction (5 minutes) - Ask questions. What are services? How are services marketed? 2. Development (30 minutes) - Meaning of Service - Meaning of Service Marketing - Features of Services <ul style="list-style-type: none">• Intangibility• Inseparability• Heterogeneity (or variability)• Perishability• Changing demand• Pricing of services• Direct channel - Problems in Marketing Services - SCOPE OF SERVICE MARKETING <ul style="list-style-type: none">• Service as an Organization• Service as Core Product• Service as Product Support• Service as an Act (Mode of Behavior)• Service as an Experience• Service Quality and Standards• Service Innovation• Service Recovery• Service Culture and Employee Engagement• Service Ecosystems• Service Ethics and Social Responsibility - 7 Ps of service marketing <ul style="list-style-type: none">• Product• Price• Place• Promotion• People



	<ul style="list-style-type: none">• Process• Physical evidence <p>3. Exercise (5 minutes) – Ask questions to check the students' understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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. 5.8	Course Name: Principles of Marketing Management Topic: Rural Marketing	Course No.: BBAMJ-403
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Objectives	At the end of the lesson the student shall be able to: a. Determine the concept of rural marketing
Teaching Aids (if any)	a. Power Point Presentation b. Green Board
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">- Ask questions. What is rural marketing? Why is it needed? <p>2. Development (30 minutes)</p> <ul style="list-style-type: none">- Meaning of Rural marketing- Features of rural marketing<ul style="list-style-type: none">• Large, Diverse and Scattered Market• Major Income of Rural Consumers is from Agriculture• Low Standard of Living• Traditional Outlook• Infrastructure Facilities• Market Growth• Diverse Socio-Economic Background• Literacy in Rural Area- Need<ul style="list-style-type: none">• Growing Rural Market• Severe Competition in Major Urban Markets• To Change the Attitude of the Farmers so that they will Treat Agriculture as a Business• To Change the Attitude of the Farmers so that they will Treat Agriculture as a Business• Rural Tourism• Over 70 Per Cent of Country's Population Live in Rural Areas- Types of Rural Marketing<ul style="list-style-type: none">• Consumer Market• Service Market• Industrial Market- Limitations and Challenges of Rural Marketing<ul style="list-style-type: none">• Logistics and Distribution• Collecting Payments• Pricing Costs• Diversity Challenges



	<ul style="list-style-type: none">• Developing Synthetic Scale• Scaling Operations across geographies- Four A's of Rural Marketing<ul style="list-style-type: none">• Affordability• Availability• Acceptability• Awareness <p>3. Exercise (5 minutes) – Ask questions to check the students' understanding on the topic.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Marketing Management by Philip T. Kotler, Kevin Lane Keller3. Homework Revise the learning of today's lecture for a class discussion tomorrow, at the beginning of class. <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>