

Department of MBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Marketing Management
2.	Course Code	MBA-202
3.	Academic Year	2024-25
4.	Semester	2 nd
5.	Number of Lesson plans	42
6.	Faculty Assigned	Dr. Mansi Gupta



Faculty Signature



Lesson Plan No. 1	Course Name: Marketing Management Topic: Introduction to Marketing	Course No.: MBA-202
--------------------------	---	----------------------------

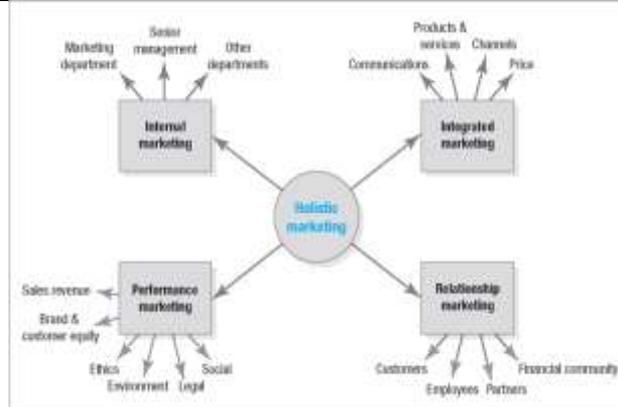
Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Remember the concept and definition of marketing b. Understand core marketing concepts c. Discuss the importance of marketing d. Illustrate the scope of marketing e. Differentiate between marketing and selling
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board c. Video
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you know about the term marketing? What do you understand by selling? How selling is different from marketing? - Introduce the concept of marketing. - Introduce the concept of selling. - Talk about how marketing is different from selling. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Give the formal definition of marketing b. Give the formal definition of selling c. Explain the core marketing concepts <ul style="list-style-type: none"> • Needs, Wants, and Demands • Target Markets, Positioning, and Segmentation • Offerings and Brands • Value and satisfaction • Marketing Channels • Supply Chain • Competition • Marketing Environment d. Discuss the Importance of Marketing <ul style="list-style-type: none"> • Facilitate exchange of goods • Increase market base • Give boost to other activities • Raises standard of living of people • Provide satisfaction of human wants • Creates job opportunities • Creates stable economy • Helps in optimum use of resources



	<ul style="list-style-type: none">• Helps in increasing national income• Provides base for making production decisions• Serves various sections of society <p>e. Illustrate the scope of Marketing</p> <ul style="list-style-type: none">• Goods• Services• Events• Experiences• Persons• Places• Properties• Organizations• Information• Ideas <p>f. Differentiate Marketing and selling on the following grounds</p> <ul style="list-style-type: none">• Scope• Emphasis• Occurrence• Philosophy• Time Frame• Strategy <p>3. Exercise (5 minutes) – Display Video https://www.youtube.com/watch?v=7O9y-DVfQ50</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. https://ebooks.inflibnet.ac.in/mgmt14/chapter/nature-scope-and-importance-of-marketing/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What do you understand by marketing. What are the key concepts of marketing2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 2	Course Name: Marketing Management Topic: Marketing Orientations and Shift in Marketing	Course No.: MBA-202
--------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the key markets Discuss the various orientations of marketing Illustrate the shifts that has taken place in marketing with the passage of time
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What are the different types of markets? How the concept of marketing has come into existence? What are the major changes/shifts that has taken place in marketing? List down the various key markets. Briefly talk about the various marketing orientations. Give outline of the shifts took place in marketing. Development (30 minutes) <ol style="list-style-type: none"> Explain the various key markets with the help of examples <ul style="list-style-type: none"> Consumer markets Business markets Government markets Global markets Discuss the process of evolution in marketing with the help of various marketing orientations <ul style="list-style-type: none"> Production concept Product concept Selling concept Marketing concept Social orientation concept Holistic marketing concept



- c. Illustrate the various shifts that has taken place in marketing with the passage of time
- 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 position to uncovering new ones
 - From emphasizing tangible assets to emphasizing intangible assets
 - From building brands through advertising to building brands through performance and integrated communications
 - From attracting customers through stores and 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) – Summarising



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. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What are the various marketings orientations.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 3	Course Name: Marketing Management Topic: Marketing Environment: Concept, Types and Importance	Course No.: MBA-202
--------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of marketing environment Describe the features of marketing environment Articulate the types of marketing environment Discuss the importance of marketing environment Interpret the need for analysing the marketing environment
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Video
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you understand by the term environment? What do you mean by marketing environment? Is consideration of marketing environment significant for marketers? Introduce the concept of environment. Introduce the concept of marketing environment. Briefly talk about the significance of marketing environment. Development (30 minutes) <ol style="list-style-type: none"> Explain the meaning and definition of Marketing environment Describe the features of marketing environment <ul style="list-style-type: none"> Specific and general forces Complexity Vibrancy Uncertainty Relativity Articulate the types of marketing environment <ul style="list-style-type: none"> Internal environment External environment <ul style="list-style-type: none"> Micro environment Macro environment Discuss the importance of marketing environment <ul style="list-style-type: none"> Identification of Opportunities Identification of Threats Managing changes



	<p>e. Interpret the need for analysing the marketing environment</p> <ul style="list-style-type: none"> • Become well acquainted with the changes in the environment. • Gain qualitative information about the business environment • Conduct marketing analysis in order to understand the markets needs and wants • Decide on matters related to Government-legal-regulatory policies in a particular country • Allocate its resources effectively • Identify the threats from the environment in terms of new competitors, price wars, competitor’s new products or services • Identify the opportunities in the environment and exploit these opportunities to firm’s advantage. • Identify its weaknesses such as lower quality of goods or services; lack of marketing expertise; or lack of unique products and services • Identify its strengths and fully exploit them in firm’s advantage. <p>3. Exercise (5 minutes) – Display Video https://www.youtube.com/watch?v=Ule8n6GgE1g</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. https://www.indeed.com/career-advice/career-development/types-of-marketing-environments https://www.shivajicollege.ac.in/sPanel/uploads/econtent/d39b61fce4f18a9064b1e7e36ef870.pdf https://www.geeksforgeeks.org/marketing-environment-features-and-types/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. What are the components of marketing environment. Why is it important. 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Model Institute of Engineering
& Technology (Autonomous)
Lesson Plan

Kot, Bhalwal, Jammu



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Lesson Plan No. 4	Course Name: Marketing Management Topic: Marketing Environment: Components	Course No.: MBA-202
--------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Appraise the components of marketing environment b. Discuss the examples of various components of marketing environment
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions What can be the components of internal marketing environment? What can be the components of Micro marketing environment? What can be the components of Macro marketing environment? - List down the components of Internal environment. - List down the components of Micro environment. - List down the components of Macro environment. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the components of Internal Marketing environment with suitable examples <ul style="list-style-type: none"> • Value system • Vision, Mission and objectives • Organisational structure • Corporate culture • Management style • Human resources • Labour Union • Physical and Technical resources b. Discuss the components of Micro environment <ul style="list-style-type: none"> • Suppliers • Marketing Intermediaries • Customers • Competitors • Employees • Shareholders c. Illustrate the components of Macro environment <ul style="list-style-type: none"> • Demographic environment • Economic environment • Natural environment



	<ul style="list-style-type: none">• Socio-economic environment• Technological environment• Political and legal environment <p>3. Exercise (5 minutes) – Verble Quiz</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. <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	Course Name: Marketing Management Topic: Marketing Research Process	Course No.: MBA-202
--------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of marketing research process Interpret the benefits of marketing research process Discuss the types of marketing research Elaborate the marketing research process
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
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"> What do you mean by research? What do you mean by marketing research? Introduce the concept of research. Introduce the concept of marketing research. 2. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of marketing research Interpret the benefits of marketing research process <ul style="list-style-type: none"> Maintain the customer-centric approach Connect with your audience more effectively Identify opportunities for growth Reduce risk by testing concepts Make more informed decisions Compete more effectively Stay on top of trends Discuss the types of marketing research <ul style="list-style-type: none"> Brand research Marketing campaign evaluation Competitor research Customer segmentation research Consumer research Product development Usability testing Elaborate the marketing research process <div style="text-align: center;">  <p>The diagram illustrates the six steps of the marketing research process: 1. Problem Definition, 2. Research Design, 3. Research Materials Preparation, 4. Data Collection, 5. Data Processing, and 6. Reporting.</p> </div>



	3. Exercise (5 minutes) – One Minute Paper
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. https://www.cint.com/blog/why-market-research-is-important <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What are the components of marketing environment.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 6	Course Name: Marketing Management Topic: Marketing Plan	Course No.: MBA-202
--------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of marketing plan Interpret the elements of marketing plan Discuss the structure of marketing plan
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
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"> What do you mean by planning? What do you mean by marketing plan? What can be the different types of marketing plan? Introduce the concept of planning. Introduce the concept of marketing plan. List down the types of marketing plans. 2. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of marketing plan Interpret the elements of marketing plan <ul style="list-style-type: none"> Marketing objectives of the business Current business marketing positioning Market research Outline the business target market Marketing activities Key performance indicators Marketing mix Competition Marketing budget Performance monitoring Discuss the structure of marketing plan <ul style="list-style-type: none"> Marketing plan objectives Market research Target market SWOT analysis Marketing strategy Marketing budget Performance analysis 3. Exercise (5 minutes) – Summarising



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. <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. 7	Course Name: Marketing Management Topic: Marketing Plan	Course No.: MBA-202
--------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> a. Illustrate the types of marketing plan b. Describe the importance of marketing plan
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation b. White Board
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"> What do you mean by planning? What do you mean by marketing plan? What can be the different types of marketing plan? - Introduce the concept of planning. - Introduce the concept of marketing plan. - List down the types of marketing plans. 2. Development (30 minutes) <ol style="list-style-type: none"> a. Summarise the concept of marketing plan b. Illustrate the types of marketing plan <ul style="list-style-type: none"> • Corporate Plan • Business Plan • Divisional Plan • Brand Plan • Product Plan • Paid Marketing Plan • Content Marketing Plan • Marketing Plan • Digital Marketing Plan • Brand Marketing Plan • Multichannel Marketing Plan • Marketing Campaign Plan c. Describe the importance of marketing plan <ul style="list-style-type: none"> • Avoid future uncertainties • Obtain targets • Manage the interconnectedness among various departments • Control activities of the organization • Enhance consumer satisfaction 3. Exercise (5 minutes) – Summarising



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. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What is a marketing plan. What are the components of a marketing plan.2. 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 Productivity	Course No.: MBA-202
--------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of marketing productivity Interpret the metrics for measuring marketing productivity Discuss the process of measuring marketing productivity Describe the benefits of measuring marketing productivity Articulate the methods of increasing marketing productivity
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by productivity? What do you mean by marketing productivity? How marketing productivity can be increased? Introduce the concept of productivity. Introduce the concept of marketing productivity. List down the methods of increasing marketing productivity. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of marketing productivity Interpret the metrics for measuring marketing productivity <ul style="list-style-type: none"> Input (includes content, backlinks, and traffic on the webpage) Quality (has engagement, conversion rate, and customer lifetime value) Cost (includes hiring cost, customer acquisition cost, and cost of the tools) Output (includes revenue, social media shares, and leads) Discuss the process of measuring marketing productivity <ul style="list-style-type: none"> List your business and marketing goals and use them as a measuring stick throughout the year. Watch your sales numbers before, during and after each campaign. Talk to your customers to gauge their awareness of your business. Monitor your website analytics and track changes in traffic after each marketing campaign.



	<ul style="list-style-type: none"> • Calculate the return on investment for each campaign; if your profits are not greater than the cost of executing a campaign, it may not be worth the effort. <p>d. Describe the benefits of measuring marketing productivity</p> <ul style="list-style-type: none"> • Better ROI and more productivity • Improved efficiency • Top-tier marketing <p>e. Articulate the methods of increasing marketing productivity</p> <ul style="list-style-type: none"> • Change Goals • Hire more people • Buy tools that make your work more efficient • Refocus resources on what works • Improve bottlenecks • Reallocate resources • Standardised workflows <p>3. Exercise (5 minutes) – Verble Quiz</p>
<p>Closure</p>	<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. https://www.searchenginejournal.com/marketing-productivity-guide/415124/ https://askoptimo.com/blog/how-is-productivity-measured-in-marketing <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. What do you understand by marketing productivity. 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 9	Course Name: Marketing Management Topic: Marketing and Customer Value	Course No.: MBA-202
--------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of customer value b. Interpret the importance of customer value c. Discuss the parameters of customer value d. Describe the measurement of customer value e. Identify the methods to build customer value
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions What do you mean by customer value? Is consideration of customer value significant for marketers? How customer value can be created and enhanced? - Introduce the concept of customer value. - Talk about the significance of customer value. - List down the ways for creating and enhancing customer value. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of customer value b. Interpret the importance of customer value <ul style="list-style-type: none"> • Retaining customer • Customer advocacy • Clarifying customer needs • Streamlining business process c. Discuss the parameters of customer value <ul style="list-style-type: none"> • Cost • Quality • Service • Social • Marketing • Past experience d. Describe the measurement of customer value Perceived Customer Value = Total customer benefit – Total customer cost e. Articulate the methods to build customer value with the help of examples <ul style="list-style-type: none"> • Improve the buying process • Focus on brand perception • Get customer feedback



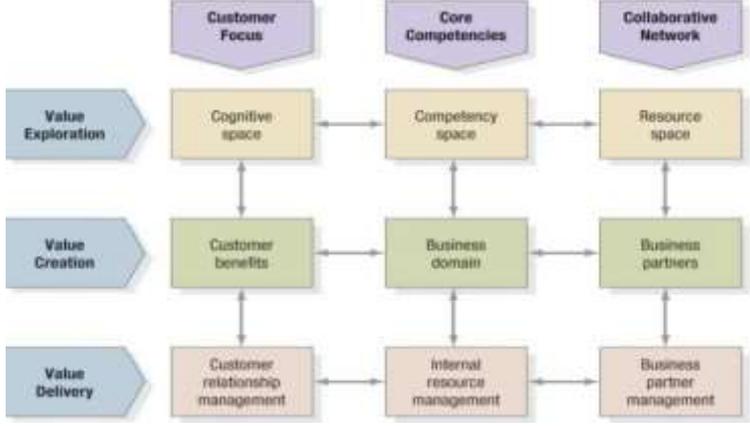
	<ul style="list-style-type: none">• Make a unique product• Provide a positive experience• Prioritize quality over price• Identify your strengths• Adjust your marketing strategy• Educate customers• Identify your target audience• Run enticing campaigns• Reward loyalty• Provide valuable content• Get involved <p>3. Exercise (5 minutes) – One Minute Paper</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. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What is CLV and why is it important.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 10	Course Name: Marketing Management Topic: Marketing and Customer Value	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Illustrate the value chain in detail Describe the value delivery process
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by value chain? What is value delivery process? Introduce the concept of value chain. Introduce the concept of value delivery. Development (30 minutes) <ol style="list-style-type: none"> Illustrate the value chain in detail <div data-bbox="582 1137 1145 1467" data-label="Diagram"> </div> Describe the value delivery process <ul style="list-style-type: none"> Traditional <div data-bbox="545 1550 1177 1765" data-label="Diagram"> </div> Value Creation and Delivery Sequence <div data-bbox="507 1796 1284 2065" data-label="Diagram"> </div>



	<ul style="list-style-type: none"> • Holistic  <p>3. Exercise (5 minutes) – Summarising</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. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Discuss the components of a value delivery process 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 11	Course Name: Marketing Management Topic: Customer Satisfaction	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Explain the concept of customer satisfaction Interpret the benefits of customer satisfaction Discuss the model of customer satisfaction Identify methods for achieving customer satisfaction Articulate the ways for improving customer satisfaction
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Video
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by customer satisfaction? How customer satisfaction can be achieved? Why achieving customer satisfaction is important for marketers? Introduce the concept of customer satisfaction. List down the ways for achieving customer satisfaction. Talk about reasons for achieving customer satisfaction. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of customer satisfaction Interpret the benefits of customer satisfaction <ul style="list-style-type: none"> Maximize Customer Lifetime Value Customer loyalty Repeat purchase New customer acquisition Minimize customer churn Positive brand exposure Increase revenue Discuss the model of customer satisfaction <div style="text-align: center;"> </div> Identify methods for achieving customer satisfaction <ul style="list-style-type: none"> Customer feedback



	<ul style="list-style-type: none"> • Convenience • Speed. • Build a customer-focused culture • Empathy <p>e. Articulate the ways for improving customer satisfaction</p> <ul style="list-style-type: none"> • Understand customer expectations • Experience the journey yourself • Connect with your agents • Treat your customer right • Train your teams • Reduce wait times • Offer multi-channel help • Listen to your customers • Build communities • Ensure employee satisfaction • Improve your Net promoter score • NPS detractor recovery • Do not ignore your passives • Make CSAT part of your company culture • Leverage social media • Read customer reviews • Do daily Stand-ups • Conduct CSAT survey • Convert customer survey data into action • Personalize for your customers <p>3. Exercise (5 minutes) – Display Video https://www.youtube.com/watch?v=nZQP-0axwHE https://www.youtube.com/watch?v=azH0_TNCYN8</p>
<p>Closure</p>	<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. https://www.questionpro.com/blog/increase-customer-satisfaction/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. What is customer satisfaction. How can we achieve CS. 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 12	Course Name: Marketing Management Topic: Customer Loyalty	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Explain the concept of customer loyalty b. Interpret the importance of customer loyalty c. Discuss the various types of loyal customers d. Identify methods for building customer loyalty e. Articulate the ways for Measuring customer loyalty
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board c. Video
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by customer loyalty? How customer loyalty can be build/generated? Why building customer loyalty is important for marketers? - Introduce the concept of customer loyalty. - List down the ways for building customer loyalty. - Talk about reasons for building customer loyalty. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of customer loyalty b. Interpret the importance of customer loyalty <ul style="list-style-type: none"> • Repeat customers spend more than first-time customers • Loyal customers produce higher conversion rates • It boosts profits • Retaining an existing customer is cheaper than acquiring a new one • Customer loyalty helps in effective planning • Loyal customer shop regularly • Repeat customers spend more during the holidays c. Discuss the types of loyal customer <ul style="list-style-type: none"> • Satisfied customers • Convenience customers • Loyalty-program loyals • Low-price loyals • Truly loyal customers d. Identify methods for building customer loyalty <ul style="list-style-type: none"> • Reward loyal customers with a loyalty program • Make customer care a priority for the brand



	<ul style="list-style-type: none">• Boost customer experience by introducing VIP tiers• Segment your clients• Send event-based emails• Encourage customers to give feedback and act on it <p>e. Articulate the ways for measuring customer loyalty</p> <ul style="list-style-type: none">• Customer retention rate• Customer churn rate• Account upgrades• Social media behavior• Buying patterns• Net promoter score• Customer satisfaction score <p>3. Exercise (5 minutes) – Display Video https://www.youtube.com/watch?v=cogJJhti8I https://www.youtube.com/watch?v=zKQYGKAe5W8</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. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What did you understand by customer loyalty. How do marketers achieve CL.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 13	Course Name: Marketing Management Topic: Customer Lifetime Value	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Explain the concept of customer lifetime value Describe the importance of customer lifetime value Discuss the measurement of customer lifetime value Identify the metrics for customer lifetime value Analyze the CLV models Illustrate the ways for improving customer lifetime value
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
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"> What is the full form of CLTV? What do you mean by customer lifetime value? How CLTV can be enhanced? Why improvement of CLTV is important for marketers? Introduce the concept of CLTV. Briefly talk about the ways for improving CLTV. Give an outline about the significance of CLTV. 2. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of customer lifetime value Describe the importance of CLTV/LTV <ul style="list-style-type: none"> Increase revenue over time Helps to target ideal customers Reduce customer acquisition cost Simplify financial planning Improve the product offerings and services Helps in customer loyalty and customer retention Discuss the measurement of CLTV/LTV $CLTV = \text{Customer Value} * \text{Avg. customer lifespan}$ Where, $\text{Customer Value} = \text{Avg. purchase value} * \text{Avg. no. of purchases}$ Identify the metrics for CLTV/LTV <ul style="list-style-type: none"> Average purchase value Customer value Average customer lifespan Customer acquisition cost Analyse the types of customer lifetime value models <ul style="list-style-type: none"> Historical CLV model Predictive CLV model



	<p>f. Illustrate the ways for improving customer lifetime value</p> <ul style="list-style-type: none">• Optimize your onboarding process• Increase your average order value• Build long-lasting relationships• Embrace good advice• Empower easy connections• Improve customer services <p>3. Exercise (5 minutes) – One minute paper</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. https://blog.hubspot.com/service/how-to-calculate-customer-lifetime-value#clv-metrics https://clevertap.com/blog/customer-lifetime-value/ https://www.gartner.com/en/digital-markets/insights/what-is-customer-lifetime-value <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What do you understand by CLV2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 14	Course Name: Marketing Management Topic: Customer Relationship Management	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Explain the concept of customer relationship management Describe the components of CRM Discuss the types of CRM software Interpret the essential features of CRM Determine the challenges for implementing CRM Articulate the steps for creating CRM strategy Illustrate the benefits of CRM
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What is the full form of CRM? What do you mean by CRM? What can be the features of CRM? How CRM is beneficial? Introduce the concept of CRM. Briefly talk about the features of CRM. List down the benefits of CRM. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of CRM Describe the components of CRM <ul style="list-style-type: none"> Marketing automation Salesforce automation Contact centre automation Location-based technology Workflow automation Lead management Human resource management Analytics Artificial intelligence Project management Integration with other software Discuss the types of CRM software

	<div data-bbox="587 360 1257 725" data-label="Diagram"> <pre> graph TD A[Types of CRM Software] --> B[Based on Installation] A --> C[Based on Functionality] B --> D[On-premise] B --> E[Cloud-based] C --> F[Operational] C --> G[Analytical] C --> H[Collaborative] </pre> </div> <p>d. Interpret the essential features of CRM</p> <ul style="list-style-type: none"> • Contact management • Lead management • Pipeline management • Sales automation • Sales forecasting • File storage • Email management • Reporting and analytics <p>e. Determine the challenges for implementing CRM</p> <ul style="list-style-type: none"> • Tech integration • Cost restraints • Time constraints • Quality of data <p>f. Articulate the steps for creating CRM strategy</p> <ul style="list-style-type: none"> • Know your business goal • Involve your employees • Revisit the buyer’s journey • Pick the right CRM • Keep improving the CRM practices <p>g. Illustrate the benefits of CRM</p> <div data-bbox="600 1630 1337 1756" data-label="Diagram"> </div> <p>3. Exercise (5 minutes) – Verble Quiz</p>
<p>Closure</p>	<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.



	<p>https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management https://www.spiceworks.com/marketing/crm-marketing/articles/what-is-customer-relationship-management-crm/</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What is CRM. How can you enhance it.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 15	Course Name: Marketing Management Topic: Segmentation, Targeting and Positioning	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of Segmentation, Targeting and Positioning b. Exemplify the bases for segmentation c. Interpret the benefits of segmentation d. Discuss the criteria for targeting segments e. Illustrate the targeting strategies in detail f. Determine the core elements of positioning strategy
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by segmentation? What do you mean by targeting What do you understand by positioning? - Introduce the concept of segmentation, targeting and positioning. - Quote examples for the discussed concepts. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of segmentation, targeting and positioning b. Exemplify the bases for segmentation <ul style="list-style-type: none"> • Demographic • Behavioural • Geographic • Psychographic • Benefit based • Lifestyle based • Values and Beliefs c. Interpret the benefits of segmentation <ul style="list-style-type: none"> • Improve product development • Improve campaign performance • Reveal areas to expand • Improve business focuses • Improve decision making d. Discuss the criteria for targeting segments <ul style="list-style-type: none"> • Size • Profitability



	<ul style="list-style-type: none"> • Reachability • Difference identification <p>e. Illustrate the targeting strategies in detail</p> <ul style="list-style-type: none"> • Single segment concentration • Selective specialisation • Product specialisation • Market specialisation • Full market coverage <p>f. Determine the core elements of positioning strategy to competitive edge</p> <ul style="list-style-type: none"> • Symbolic positioning • Functional positioning • Experiential positioning <p>3. Exercise (5 minutes) – Summarising</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. https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/ https://www.yieldify.com/blog/stp-marketing-model/ https://www.salesforce.com/in/blog/segmentation-targeting-positioning-model/#:~:text=Segmentation%2C%20targeting%2C%20and%20positioning%20(STP)%20is%20a%20marketing,and%20personalised%20for%20your%20customers. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. What do you understand by STP. 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: STP Model	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Examine the STP model b. Summarize the benefits of STP marketing
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What is the full form of STP? How STP model is beneficial for the marketers? - Talk about STP model. - List down the benefits of STP marketing 2. Development (30 minutes) <ol style="list-style-type: none"> a. Elaborate the designing of STP model <ul style="list-style-type: none"> • Define your market <ul style="list-style-type: none"> - Total available market - Serviceable available market - Serviceable obtainable market • Create audience segments • Identify the more attractive segments • Evaluate your competition • Fix your positioning <ul style="list-style-type: none"> - Competitor based positioning - Customer based positioning - Price based positioning - Benefit based positioning - Attribute based positioning - Prestige based positioning • Determine your marketing mix <ul style="list-style-type: none"> - Product - Price - Place - Promotion b. Describe the benefits of STP marketing <ul style="list-style-type: none"> • Improved engagement • Reduced marketing costs • More robust product c. Discuss the examples of following: <ul style="list-style-type: none"> • Apple



	<ul style="list-style-type: none"> • Coca-Cola • Godrej Group • McDonald's <p>3. Exercise (5 minutes) – One minute paper</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. https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/ https://www.yieldify.com/blog/stp-marketing-model/ https://www.salesforce.com/in/blog/segmentation-targeting-positioning-model/#:~:text=Segmentation%2C%20targeting%2C%20and%20positioning%20(STP)%20is%20a%20marketing,and%20personalised%20for%20your%20customers. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Discuss the STP model 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 17	Course Name: Marketing Management Topic: Product Mix and Product Line	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of Product mix b. Interpret the types of products c. Identify the dimensions of Product mix d. Examine the factors affecting Product mix e. Appraise the strategies for product mix f. Differentiate between product mix and product line
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by product? What are the different types of products? What do you mean by product mix? - Introduce the concept of product. - List down the types of products. - Introduce the concept of product mix. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of product and product mix b. Interpret the types of products <ul style="list-style-type: none"> • Consumer goods • Industrial goods • Durable goods • Non-durable goods • Tangible goods • Intangible goods c. Identify the dimensions of product mix <ul style="list-style-type: none"> • Length • Consistency • Depth • Width d. Examine the factors affecting product mix <ul style="list-style-type: none"> • Profitability • Objectives and policy of company • Production capacity • Demand • Production cost • Government rules and restrictions



	<ul style="list-style-type: none"> • Demand fluctuation • Competition • Impact of other elements of marketing mix • Overall business condition of condition of economy <p>e. Appraise the strategies for product mix</p> <ul style="list-style-type: none"> • Change an existing product • Contraction • Deepening depth • Developing new uses for existing products • Expansion • Product differentiation • Trading down • Trading up <p>f. Differentiate between product mix and product line</p> <p>3. Exercise (5 minutes) – Summarising</p>
<p>Closure</p>	<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. https://www.vedantu.com/commerce/product-mix https://getuplearn.com/blog/product-mixproduct-mix-in-marketing/ https://www.wallstreetmojo.com/product-mix/ https://www.indeed.com/career-advice/career-development/product-mix <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. What is a product mix. What are the various ways to extend product lines. 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 18	Course Name: Marketing Management Topic: Branding	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of Branding Interpret the types of Brands Identify the importance of Branding Describe the key elements of Branding Appraise the process of building a strong Brand Differentiate between branding and marketing
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
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"> What do you mean by brand? What are the different types of brands? Why brands are important? Introduce the concept of brand. List down the types of brands. Talk about the significance of branding. 2. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of Branding Interpret the types of Brands <ul style="list-style-type: none"> Corporate Brands Personal Brands Product Brands Identify the importance of Branding <ul style="list-style-type: none"> Identity and recognition Trust and credibility Customer loyalty Business value Guidance for decisions Describe the key elements of Branding <ul style="list-style-type: none"> Brand name and logo Brand messaging and voice Brand positioning and differentiation Brand personality and values Brand experience and customer relationship Appraise the process of building a strong Brand <ul style="list-style-type: none"> Define your target audience Define your brand personality



	<ul style="list-style-type: none">• Create your brand name and logo• Develop your brand messaging• Foster a positive brand experience <p>f. Differentiate between branding and marketing</p> <p>3. Exercise (5 minutes) – One Minute Paper</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. https://www.oberlo.com/ecommerce-wiki/branding https://www.investopedia.com/terms/b/brand.asp https://www.shopify.com/blog/what-is-branding https://blog.hubspot.com/marketing/branding <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What is branding. What is its importance2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 19	Course Name: Marketing Management Topic: Packaging	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of packaging b. Discuss the features of packaging c. Interpret the types of packaging d. Identify the importance of packaging e. Describe the functions of packaging f. Appraise the factors affecting packaging g. Differentiate between packing and packaging
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board c. Video
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by packaging? How packing is different from packaging? What are the different types of packaging? Why packaging is important? - Introduce the concept of packaging. - Talk about packing and packaging. - List down the types of packaging. - Outline the significance of packaging. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of packaging b. Discuss the features of packaging <ul style="list-style-type: none"> • Labelling • Opening • Size • Durability c. Interpret the types of packaging <ul style="list-style-type: none"> • Primary packaging • Secondary packaging • Tertiary packaging d. Identify the importance of packaging <ul style="list-style-type: none"> • Importance for seller <ul style="list-style-type: none"> - Distribution - Storage - Promotion - Safety • Importance for buyer



	<ul style="list-style-type: none"> - Identification - Usage - Safety <p>e. Describe the functions of packaging</p> <ul style="list-style-type: none"> • Contains the product • Protects the product • Aids product handling and usage • Differentiates the products and makes it stand out • Forms a part of product marketing strategy • Provides customer convenience • Acts as a communication medium • Adds to the aesthetic value <p>f. Appraise the factors affecting packaging</p> <ul style="list-style-type: none"> • Purpose of packaging • Nature of product • Distance • Material Handling System • Product sensitivity <p>g. Differentiate between packing and packaging</p> <p>3. Exercise (5 minutes) – Display video https://study.com/academy/lesson/what-is-product-packaging-in-marketing-definition-types-importance.html</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. https://www.geektonight.com/what-is-packaging/ https://www.feedough.com/packaging-definition-types-functions/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. What is the importance of packaging. What are the various types of packaging. 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 20	Course Name: Marketing Management Topic: Labelling	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of labelling b. Discuss the objectives of labelling c. Interpret the types of labelling d. Identify the importance of labelling e. Describe the functions of labelling f. Appraise the components of labelling g. Articulate the characteristics of highly effective labels
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by labelling? Why labelling is essential? What are the different types of labelling? - Introduce the concept of labelling. - Talk about significance of labelling. - List down the types of labelling. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of labelling b. Discuss the objectives of labelling <ul style="list-style-type: none"> • Make products recognizable • Differentiate products and brands from the competitors • Provide convenience to consumers • Make products more attractive and desirable • Fulfil the legal process c. Interpret the types of labelling <ul style="list-style-type: none"> • Brand Label • Grade Label • Informative Label • Descriptive Label d. Identify the importance of labelling <u>From the Marketer's Point View</u> <ul style="list-style-type: none"> • Differentiation from competitors • Legal compliance and protection • Strategic positioning • Enhanced product memorability



	<ul style="list-style-type: none"> • Brand consistency • Attractiveness and appeal • Feedback mechanism • Product grading • Sales and profit generation <p><u>From the Consumer’s Point View</u></p> <ul style="list-style-type: none"> • Easy product identification • Value Alignment • Informed purchasing decisions • Access to detailed product information • Safety and trust • Authenticity check • Functional purchasing decision • Safety and compliance <p>e. Describe the functions of labelling</p> <ul style="list-style-type: none"> • Product identification • Product information • Helps in grading • Legal fulfilment • Aids in marketing • Consumer protection <p>f. Appraise the components of labelling</p> <ul style="list-style-type: none"> • Brand information • Company information • Legal description • Product description • Marketing communication • Identification Marks <p>g. Articulate the characteristics of highly effective labels</p> <ul style="list-style-type: none"> • Clarity • Adaptability • Attractiveness • Interactive elements • Inclusivity • Cultural sensitivity • Regulatory compliance • Credibility <p>3. Exercise (5 minutes) – Quiz</p>
<p>Closure</p>	<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.



	<p>https://bokastutor.com/labelling/ https://tritonstore.com.au/what-is-labelling/ https://businessjargons.com/labelling.html</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What do you understand by labelling.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 21	Course Name: Marketing Management Topic: Product Life Cycle (PLC)	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Remember and understand the concept of product life cycle b. Discuss the stages of product life cycle c. Determine the importance of product life cycle d. Articulate the product life cycle marketing strategies e. Identify when to use product life cycle
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by product life cycle? What can be the stages of product life cycle? How product life cycle is important for marketers? - Introduce the formal concept of product life cycle. - List down the stages of product life cycle. - Give a brief description about significance of product life cycle. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of product life cycle b. Discuss the stages of product life cycle <ul style="list-style-type: none"> • Development • Introduction • Growth • Maturity • Saturation • Decline c. Determine the importance of product life cycle <ul style="list-style-type: none"> • Make better marketing investments and decisions • Easier to make long-run plans • Allows for better decision making • Easier to streamline current processes with your company d. Articulate the product life cycle marketing strategies <ul style="list-style-type: none"> • Development stage marketing strategy – Buzz creation • Introduction stage marketing strategy – inbound marketing and content marketing • Growth stage marketing strategy – Social media advertising, SEO, content marketing, influencer



	<p>partnerships, enhancement of distribution channels, partnership with retailers, entering new markets and exploring e-commerce</p> <ul style="list-style-type: none"> • Maturity stage marketing strategies – Blog Posting, sharing industry insights, educating potential customers and upgradation of existing products/services • Saturation stage marketing strategies – Brand awareness and differentiation, customized products/services, repositioning, introducing new product features, focus on loyalty programs and product bundling • Decline stage marketing strategy – New advertising strategies, price reduction, addition of new features, exploration of new markets and adjustment in brand packaging <p>e. Identify when to use product life cycle</p> <ul style="list-style-type: none"> • Establish competitive authority • Decide on a pricing strategy • Create a marketing strategy • Respond before the product begins its decline <p>f. Discuss the examples of following products:</p> <ul style="list-style-type: none"> • The typewriter • Cable TV • Floppy Disk <p>3. Exercise (5 minutes) – One Minute Paper</p>
<p>Closure</p>	<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. https://blog.hubspot.com/marketing/product-life-cycle <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. What are the various stages of PLC 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 22	Course Name: Marketing Management Topic: New Product Development Process	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of New Product Development Process b. Discuss the stages of New Product Development Process c. Articulate the benefits of New Product Development d. Identify the requisites for effective New Product Development Process
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions What do you mean by New Product Development Process? Which are the major requirements to enhance the effectiveness of New Product Development Process? - Introduce the formal concept of New Product Development Process. - List down the major requirements to enhance the effectiveness of New Product Development Process. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of New Product Development Process b. Discuss the stages of New Product Development Process <ul style="list-style-type: none"> • Idea generation • Idea screening • Concept development and testing • Marketing strategy development • Business analysis • Product development • Test marketing • Product launch c. Articulate the benefits of New Product Development



	<div data-bbox="635 338 1295 683" data-label="Diagram"> </div> <p>d. Identify the requisites for effective New Product Development Process</p> <ul style="list-style-type: none"> • Align around the same vision • Understand your customer needs • Build a strong team <p>3. Exercise (5 minutes) – Quiz</p>
<p>Closure</p>	<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. https://maze.co/collections/product-development/new/ https://www.geeksforgeeks.org/8-stages-of-new-product-development-process/ https://appinventiv.com/blog/new-product-development-process/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Discuss the new product development process. 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 23	Course Name: Marketing Management Topic: Price Mix: Concept, Significance and Factors Affecting	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of Price, Pricing and Price Mix b. Discuss the Significance of Price Mix c. Identify the factors affecting price determination
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by Price? What do you understand by Pricing? Which are forces can influence the price determination? - Introduce the formal concept of price, pricing and price mix. - List down the forces that can influence the price determination. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of Price, Pricing and Price Mix b. Discuss the significance of Price Mix <ul style="list-style-type: none"> • A Price mix directly impacts a company’s revenue stream, affecting overall profitability and financial stability. • Proper pricing strategies can help a business stand out in the market, attracting price-sensitive customers and gaining a competitive edge. • Prices convey a message about the quality and value of a product or service, shaping how customers perceive the brand. • Strategic pricing allows businesses to enter new markets, attract a broader customer base, and expand their market share. • An Effective price mix helps in optimizing profits by balancing production costs, demand, and customer willingness to pay. • Appropriate pricing enhances the brand image, positioning the product as premium, affordable, or offering great value for money. • Prices can complement promotional activities, such as discounts and special offers, driving sales and creating buzz around products.



	<ul style="list-style-type: none"> • A flexible price mix enables businesses to adjust prices swiftly in response to market fluctuations and changing consumer demands. • Fair and consistent pricing fosters trust among customers, encouraging repeat business and building long-term customer relationships. <p>c. Identify the factors affecting price determination</p> <ul style="list-style-type: none"> • Pricing objectives • Production cost • Market demand • Competitor pricing • Perceived value • Seasonal demand • Consumer preferences • Distribution channels • Marketing methods used • Government and legal regulations <p>3. Exercise (5 minutes) – Summarising</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. https://www.pw.live/exams/commerce/price-and-price-mix/ https://www.geeksforgeeks.org/price-mix-meaning-and-factors-affecting-price-determination/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. What is price mix and how is it determined 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 24	Course Name: Marketing Management Topic: Price Mix: Methods & Techniques, Strategies	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Explain the pricing methods and techniques b. Appraise the pricing strategies
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What can be the methods for pricing? Which strategies can be used for price determination? - List down the methods of pricing. - List down the strategies for price determination. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the methods and techniques of pricing <ul style="list-style-type: none"> • Cost Oriented Pricing Methods <ul style="list-style-type: none"> - Cost plus pricing - Markup pricing - Target returning pricing • Market Oriented Pricing Methods <ul style="list-style-type: none"> - Perceived value pricing - Value pricing - Going rate pricing - Auction type pricing - Differential pricing b. Appraise the pricing policies and strategies <ul style="list-style-type: none"> • Penetration pricing • Price Skimming • Cost plus pricing • Competitive pricing • Value based pricing • Bundle pricing • Psychological pricing • Promotional pricing • Premium Pricing • Geographic Pricing • Captive Product pricing • Dynamic pricing • High-low pricing



	<ul style="list-style-type: none"> • Discounting pricing • Discriminatory pricing • Product line pricing • One price pricing • Economy pricing <p>3. Exercise (5 minutes) – Summarising</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. https://www.pw.live/exams/commerce/price-and-price-mix/ https://byjus.com/commerce/what-is-pricing/ https://in.indeed.com/career-advice/career-development/types-of-pricing-strategies https://courseware.cutm.ac.in/wp-content/uploads/2020/06/Pricing-policies-strategies.pdf <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. What are the various techniques of a price mix 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 25	Course Name: Marketing Management Topic: Pricing Policies	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of Pricing Policy b. Identify the considerations for pricing policies c. Describe the objectives of pricing policies d. Appraise the Types of pricing polices e. Examine the process of pricing policy creation
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions What do you mean by Pricing policy? Which can be the primary considerations for pricing policies? Why pricing is essential? - Introduce the concept of pricing policy. - List down the basic considerations for pricing policies. - Talk about the significance of pricing policies. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of pricing policy b. Identify the considerations for pricing policies <ul style="list-style-type: none"> • Competition • Profit goals • Sales totals • Firm health • Flexibility • Government regulation • Method of price adjustment • Sales venue c. Describe the objectives of pricing policies <ul style="list-style-type: none"> • Profit • Firm survival • Limiting competition • Gaining market share • Accessibility • Consumer satisfaction d. Appraise the types of pricing policies <ul style="list-style-type: none"> • Cost based pricing • Value based pricing • Demand based pricing



	<ul style="list-style-type: none">• Competition based pricing <p>e. Examine the process of pricing policy creation</p> <ul style="list-style-type: none">• Assess business needs• Evaluate product• Research competition• Set Price <p>3. Exercise (5 minutes) – One Minute Paper</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. https://www.indeed.com/career-advice/career-development/pricing-policy <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What are the various pricing policies.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 26	Course Name: Marketing Management Topic: Distribution Mix	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of distribution mix Describe the nature of distribution mix Identify the distribution channel intermediaries Articulate the importance of distribution channels Discuss the functions of distribution mix Appraise the Types of distribution mix Examine the levels of distribution mix
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
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"> What do you mean by distribution? What do you understand by distribution mix? Which are the different types of distribution mix? Why distribution mix is significant? Introduce the concept of distribution and distribution mix. List down the types of distribution mix. Talk about the significance of distribution mix. 2. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of distribution mix Describe the nature of distribution mix <ul style="list-style-type: none"> Connection between producer and consumer Network of intermediaries Make available goods/services and information Physical handling of products Dependent upon various factors Enhance company's reach Provide market information and feedback Enable producers to focus on core activities Enhance operational efficiency Strengthened bargaining power of producer Multiple distribution channels raise ROI Variation in control over channels Identify the distribution channel intermediaries <ul style="list-style-type: none"> Agents Industrial distributors Wholesalers



	<ul style="list-style-type: none"> • Retailers <p>d. Articulate the importance of distribution channels</p> <ul style="list-style-type: none"> • On-time delivery • No distance issues • Enough stock • Market information • Product promotion • Financial assistance • Employment opportunities • Delivery risk management <p>e. Discuss the functions of distribution mix</p> <ul style="list-style-type: none"> • Make goods available • Transfer ownership • Promote and sell goods • Provide market data • Reduce risk • Provide after sales services • Financial goods • Reduce cost • Extend reach • Handle physical distribution • Provide storage • Perform sorting and grading • Undertake to assemble • Handle pricing • Conduct market segmentation • Gather intelligence • Provide advisory services <p>f. Appraise the types of distribution mix</p> <ul style="list-style-type: none"> • Direct Channels • Indirect Channels • Hybrid Channels <p>g. Examine the levels of distribution mix</p> <ul style="list-style-type: none"> • Zero-Level • One-Level • Two-Level • Three-Level <p>3. Exercise (5 minutes) – Think-Pair-Share</p>
<p>Closure</p>	<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.



	<p>https://happay.com/blog/distribution-channel/ https://courses.lumenlearning.com/suny-osintrobus/chapter/the-nature-and-functions-of-distribution-place/ https://testbook.com/ugc-net-commerce/nature-and-function-of-distribution-channel https://testbook.com/ugc-net-commerce/importance-of-distribution-channels-in-marketing</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What is a distribution mix2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 27	Course Name: Marketing Management Topic: Channel Management Decisions and Channel Design	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of channel management decisions b. Identify the components of distribution channels c. Describe the types of channel management decisions d. Articulate the process of channel management decisions e. Discuss the elements of channel management decisions f. Appraise the factors influencing channel management decisions g. Discuss about optimization of channel management h. Determine the key considerations of channel design decisions
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions What do you mean by channel management decisions? What can be the core components of distribution channels? - Introduce the concept of channel management decisions. - List down the core components of distribution channels. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of distribution mix b. Identify the components of distribution channels <ul style="list-style-type: none"> • Producers • Intermediaries • Customers • Channel partners • Logistics • Marketing and promotions • Information and communication • Payment c. Describe the types of channel management decisions <ul style="list-style-type: none"> • Channel selection • Channel design • Channel relationship • Channel expansion d. Articulate the process of channel management process <ul style="list-style-type: none"> • Selecting channel members • Training channel partners • Motivating channel members



	<ul style="list-style-type: none"> • Evaluating channel members • Modifying channel arrangements <p>e. Discuss the elements of channel management decisions</p> <ul style="list-style-type: none"> • Objective setting • Market analysis • Channel selection and design • Partner selection and management • Performance monitoring • Adaptation and improvement <p>f. Appraise the factors affecting channel management decisions</p> <ul style="list-style-type: none"> • Product characteristics • Target market and customer preferences • Competition and industry practices • Cost and efficiency • Resources and capabilities • Channel partnership and relationship • Legal and regulatory considerations <p>g. Discuss about the optimization of channel management</p> <ul style="list-style-type: none"> • Establishing channel objectives and strategies • Selecting and evaluating channel partners • Implementing effective channel communication and coordination • Monitoring and measuring channel performance • Adapting and optimizing distribution channels <p>h. Determine the key considerations of channel design decisions</p> <ul style="list-style-type: none"> • Understand customer needs and preferences • Define distribution objectives • Segment the market • Choose the channel type • Select channel partner • Determine channel coverage • Consider channel length • Allocate resources • Implement and manage channels • Evaluate and adjust • Compliance and legal considerations <p>3. Exercise (5 minutes) – One Minute Paper</p>
<p>Closure</p>	<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. https://testbook.com/ugc-net-commerce/channel-management



	<p>https://www.artofmarketing.org/distribution-channels-2/channel-management-decisions/channel-management-decisions-top-5-steps/13679 https://happay.com/blog/distribution-channel/</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. How do you make distribution decisions2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 28	Course Name: Marketing Management Topic: Promotion Mix	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of promotion mix b. Identify the components of promotion mix c. Articulate the role of promotion mix d. Determine the promotion mix e. Appraise the factors influencing promotion mix
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by promotion? What do you mean by promotion mix? Why promotion mix is essential? - Introduce the concept of promotion and promotion mix. - List down the importance of promotion mix. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of promotion mix b. Identify the components of promotion mix <ul style="list-style-type: none"> • Advertising • Personal selling • Sales promotion • Publicity • Public relations c. Articulate the role of promotion mix <ul style="list-style-type: none"> • Educating your customers • More effective marketing • Targeted messaging • Building trust through communication • Differentiating from competitors d. Determine the promotion mix <ul style="list-style-type: none"> • Determine your target market • Determine your objectives • Design your message • Select your promotional channel • Determine your budget • Determine your promotional mix • Measure the results of the implemented program and adjust as needed



	<p>e. Appraise the factors influencing promotion mix</p> <ul style="list-style-type: none">• Budget available• Stage in the product life cycle• Type of product• Type of product decision• Target market• Characteristics and consumers' readiness to purchase• Consumers' preferences to various media• Legal regulations• Competitors' moves• Environmental factors• Availability of media• Pull vs push strategy <p>3. Exercise (5 minutes) – Summarising</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. https://edwardlowe.org/how-to-establish-a-promotional-mix/ https://pressbooks.library.torontomu.ca/marketing/chapter/10-3-factors-influencing-the-promotion-mix-communication-process-and-message-problems/ https://www.indeed.com/hire/c/info/promotion-mix <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What are the components of a promotion mix2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 29	Course Name: Marketing Management Topic: Advertising	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of advertising b. Identify the components of advertising c. Describe the types of advertising d. State the advantages and disadvantages of advertising e. Articulate the methods of advertising f. Appraise the process of creating effective advertising
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by advertising? What can be the components of advertising? Why advertising is important? - Introduce the concept of advertising. - Give the outline of components of advertising. - List down the importance of advertising. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of advertising b. Identify the components of advertising <ul style="list-style-type: none"> • Strategy • Media • Creative idea • Creative execution c. Describe the types of advertising <ul style="list-style-type: none"> • TV • Radio • Print • Online • Outdoor • Mobile d. State the advantages and disadvantages of advertising <u>Advantages:</u> <ul style="list-style-type: none"> • It helps marketers to reach out to make people by creating awareness. • It promotes the value and utility of the brand to customers.



	<ul style="list-style-type: none">• Good advertisements help build a strong community and induce brand loyalty.• Companies who focus on advertising are also perceived as big brands, which pushes customers to believe that products and services are also good.• Creative teams form advertising agencies give good inputs about a brand by creating more brand awareness.• Helps sales force, retailers, shop owners to promote the products in a much better way.• It helps build trust between customers, retailers, suppliers and manufacturer. <p><u>Disadvantages:</u></p> <ul style="list-style-type: none">• It means that the company has to do a lot of spending.• Extremely time consuming process.• Only advertising cannot help build a good business. Unless the product, services and customer service are good, promotion can only bring in customers but cannot retain them. <p>e. Articulate the methods of advertising</p> <ul style="list-style-type: none">• Print advertising• Billboards and public transit ads• TV commercials• Radio• Event advertising• Direct mail• Digital advertising <p>f. Appraise the process of creating effective advertising</p> <ul style="list-style-type: none">• Headline• Subhead• Body copy• Image• Call to action <p>3. Exercise (5 minutes) – Think-Pair-Share</p>
<p>Closure</p>	<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. https://www.shopify.com/blog/what-is-advertising https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/1566-advertising.html https://blog.hubspot.com/marketing/advertising



	Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. What is advertising What are its types2. Conduct Discussion. Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 30	Course Name: Marketing Management Topic: Personal Selling	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of personal selling b. Describe the features of personal selling c. Identify the objectives of personal selling d. Discuss the importance of personal selling e. State the advantages and disadvantages of personal selling f. Articulate the techniques of personal selling g. Illustrate the types of personal selling h. Appraise the process of personal selling
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions What do you mean by personal selling? Why personal selling is important? - Introduce the concept of personal selling. - List down the importance of personal selling. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of personal selling b. Describe the features of personal selling <ul style="list-style-type: none"> • Human contact • Development of relationship • Two-way flow of information • Quick communication • Flexibility • Satisfaction • Persuasion c. Identify the objectives of personal selling <ul style="list-style-type: none"> • Build brand and product awareness • Increase sales • Building close long-term relationships • Supporting the customers • Stimulating the offering's demand • Reinforcing the brand d. Discuss the importance of personal selling <ul style="list-style-type: none"> • Two-way communication • Personal attention • Detailed demonstration



	<ul style="list-style-type: none">• Complementary to other promotional tools• Immediate feedback <p>e. State the advantages and disadvantages of personal selling</p> <p><u>Advantages:</u></p> <ul style="list-style-type: none">• This is a two-way communication where the selling agent gets instant feedback from the prospective buyer about their intention to buy.• This is an interactive form of selling, which helps in building trust with the customer. While selling high-value products like cars, the customer must trust the product and thus personal selling is needed.• Personal Selling is a persuasive form of selling as in this type of sale the customers come face to face with the salesperson where it is not easy to dismiss them, there is an effort of the customer to listen to them.• Direct selling helps in reaching the audience. <p><u>Disadvantages:</u></p> <ul style="list-style-type: none">• It is an expensive method of selling that requires high capital costs.• Also, this method involves many labours as it is a labour-intensive method as a large sales force is needed to carry out personal selling successfully.• The training of the salesperson for personal selling is also a very time-consuming and costly process.• The method can only reach a limited number of people, it does not provide mass advertisements like TV or Radio ads. <p>f. Articulate the techniques of personal selling</p> <ul style="list-style-type: none">• Focus on right leads• Exceed expectations through preparation• Add value in the meeting• Make it clear you are in this together• Tell a story <p>g. Illustrate the types of personal selling</p> <ul style="list-style-type: none">• Order takers• Order getters• Order creators <p>h. Appraise the process of personal selling</p> <ul style="list-style-type: none">• Prospecting• Discovery• Meeting preparation• Sales presentation• Objection handling• Closing• Customer nurturing
--	---



	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 University Questions from the Syllabus.3. Suggested Reading: Marketing Management by Kotler, Keller, Koshy and Jha. https://www.vedantu.com/commerce/personal-selling https://www.feedough.com/personal-selling-definition-features-types-examples/ https://mailshake.com/blog/personal-selling/ https://www.cognism.com/blog/personal-selling <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What do you understand by personal selling2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 31	Course Name: Marketing Management Topic: Sales Promotion	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of sales promotion b. Illustrate the types of sales promotion c. State the advantages and disadvantages of sales promotion d. Articulate the strategies of sales promotion
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by sales promotion? What can be the different types of sales promotion? Why sales promotion is significant for marketers? - Introduce the concept of sales promotion. - List down the types of sales promotion. - Talk about the significance of sales promotion. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of sales promotion b. Illustrate the types of sales promotion <ul style="list-style-type: none"> • Giveaways • Bundling • Free trials and products • BOGO • Free shipping • Charitable donations • Flash sales • Subscription • Upsells • Coupons • First-time purchase c. State the advantages and disadvantages of sales promotion <ul style="list-style-type: none"> <u>Advantages:</u> <ul style="list-style-type: none"> • Creating new leads • Introducing a new product • Selling out overstock • Rewarding current customers • Increasing last-minute revenue <u>Disadvantages:</u> <ul style="list-style-type: none"> • Sales promotion can devalue your brands



	<ul style="list-style-type: none">• Sales promotion can make it complicated to sell your product back at its original price point <p>d. Articulate the strategies of sales promotion</p> <ul style="list-style-type: none">• Pull strategy• Push strategy• Hybrid strategy <p>3. Exercise (5 minutes) – Think-Pair-Share</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. https://www.shopify.com/in/retail/sales-promotion https://www.zendesk.com/in/blog/sales-promotion/ https://snov.io/glossary/sales-promotion/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What do you understand by sales promotion2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 32	Course Name: Marketing Management Topic: Publicity	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of publicity b. Describe the characteristics of publicity c. Determine the objectives of publicity d. Illustrate the types of publicity e. Articulate the importance of publicity
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board c. Video
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by publicity? What can be the different types of publicity? Why publicity is significant for marketers? - Introduce the concept of publicity. - List down the types of publicity. - Talk about the significance of publicity. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of publicity b. Describe the characteristics of publicity <ul style="list-style-type: none"> • Non-paid form • Driven by media • No control • Credible • Focus on a broader audience • Short term focus c. Determine the objectives of publicity <ul style="list-style-type: none"> • Build brand image • Remove misunderstanding • Stimulate interest and demand • Communicate reliable information d. Illustrate the types of publicity <ul style="list-style-type: none"> • <u>Based on user sentiments</u> <ul style="list-style-type: none"> Positive publicity Negative publicity • <u>Based on information propagation</u> <ul style="list-style-type: none"> News Product release



	<p>Emergency Offers Conferences Events Partnerships Digital activity Social efforts Marketing communication</p> <p>e. Articulate the importance of publicity</p> <ul style="list-style-type: none">• Publicity is an effective medium to disseminate message to the mass with more credibility. People have more trust on news given by publicity.• The credibility level of publicity is much higher than advertising and other means of market promotion. People express more trust on what the third party independently says. It appears directly through newspapers, magazines, television, or radio by the third party. It is free from bias.• It provides more information as the valuable information is free from space and time constraints. Similarly, publicity takes place immediately. No need to wait for time or space in mass media. It enjoys priority.• The firm is not required to pay for publicity. The indirect costs related to publicity are much lower than other means of promotion.• It is a part of public relations. It is free from exaggeration; it carries more factual information about company. It is more trustable. It helps establish public relations.• Generally, publicity covers the varied information. It normally involves name of company, its goods and services, history, outstanding achievements, and other similar issues. The knowledge is more complete compared to advertisement.• Publicity directly helps middlemen and sale persons. Their tasks become easy. Publicity speaks a lot about products on behalf of middlemen and salesmen. Sellers are not required to provide more information to convince the buyers.• It is suitable to those companies which cannot effort the expensive ways to promote the product.• Publicity increases credit or fame of the company. Publicity on company's assistance in relief operations during flood, earthquake, draught, and other natural calamities highlights its name and social contribution
--	--



	<p>in mass media. People hold high esteem to this company.</p> <ul style="list-style-type: none">• Publicity can be used by non-commercial organisations/institutes like universities, hospitals, associations of blinds or handicaps, and other social and missionary organisations. They can publicize their noble works by the medium of publicity. <p>3. Exercise (5 minutes) – Display Video https://study.com/academy/lesson/what-is-publicity.html</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. https://www.feedough.com/what-is-publicity-characteristics-types-examples/ https://www.yourarticlelibrary.com/advertising/publicity-definitions-characteristics-importance-and-objectives/48693 <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What is publicity and how does it effect businesses2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 33	Course Name: Marketing Management Topic: Public Relations	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of public relations b. Describe the types of public relations c. State the advantages and disadvantages of public relations d. Articulate the process of building public relations strategy e. Identify the strategies and tactics for public relations
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions What do you mean by public relations? What can be the different types of public relations? - Introduce the concept of public relations. - List down the types of public relations. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of public relations b. Describe the types of public relations <ul style="list-style-type: none"> • Media relations • Investor relations • Government relations • Community relations • Internal relations • Customer relations • Marketing communications c. State the advantages and disadvantages of public relations <u>Advantages:</u> <ul style="list-style-type: none"> • Credibility • Reach • Cost effectiveness • Better communication <u>Disadvantages:</u> <ul style="list-style-type: none"> • No direct control • Hard to measure success • No guaranteed results d. Articulate the process of building public relations strategy <ul style="list-style-type: none"> • Research internal and external brand factors • Outline your goal • Create a timeline for your PR campaigns



	<ul style="list-style-type: none">• Select the right PR tactic• Track your results <p>e. Identify the strategies and tactics for public relations</p> <ul style="list-style-type: none">• Business event• Community relations• CSR• Crisis Management• Cyber threat intelligence• Employee relations• Influencer relations• Media relations• Social media marketing <p>3. Exercise (5 minutes) – Summarising</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. https://blog.hubspot.com/marketing/public-relations https://courses.lumenlearning.com/clinton-marketing/chapter/reading-public-relations/ https://www.feedough.com/what-is-public-relations-pr-functions-types-examples/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What do you understand by Public relations and its importance2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 34	Course Name: Marketing Management Topic: Consumer Behaviour	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	<p>At the end of the lesson the students shall be able to:</p> <ol style="list-style-type: none"> Understand the concept of consumer behaviour Interpret the objectives of consumer behaviour Articulate the significance of studying consumer behaviour Illustrate the factors affecting consumer behaviour Elaborate the types of consumer behaviour
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by consumer behaviour? What can be factors affecting consumer behaviour? Why studying consumer behaviour is significant for marketers? - Introduce the concept of consumer behaviour. - List down the factors affecting consumer behaviour. - Talk about the significance of consumer behaviour 2. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of consumer behaviour Interpret the objectives of consumer behaviour <ul style="list-style-type: none"> • Understanding consumer needs and preferences • Predicting consumer buying behaviour • Exploring decision-making processes • Segmenting and Targeting markets • Assessing customer satisfaction and loyalty • Adapting to changing consumer trends • Strategizing businesses for growth Articulate the significance of consumer behaviour <ul style="list-style-type: none"> • Comprehending consumer needs • Fabricating effective marketing strategies • Identifying marketing opportunities • Enhancing customer experience • Minimizing risks and failures • Building strong brand relationships Illustrate the factors affecting consumer behaviour <ul style="list-style-type: none"> • Situational factors • Personal factors • Social factors • Cultural factors



	<ul style="list-style-type: none">• Psychological factors <p>e. Elaborate the types of consumer behaviour</p> <ul style="list-style-type: none">• Complex buying behaviour• Dissonance reducing buying behaviour• Habitual buying behaviour• Variety seeking buying behaviour <p>3. Exercise (5 minutes) – Summarising</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. https://www.market-xcel.com/blogs/what-is-consumer-behaviour-objectives-importance-and-models https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/ https://www.questionpro.com/blog/consumer-behavior-definition/#:~:text=Consumer%20behavior%20is%20the%20action,s,consumers%20engage%20with%20the%20market. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What do you understand by consumer behaviour Why is it important to study it.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 35	Course Name: Marketing Management Topic: Buying Decision Process	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of buying decision process b. Illustrate the stages of buying decision process c. Identify the participants in buying decision process d. Elaborate the theories of consumer decision making
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions What do you mean by buying decision process? Who can be the participants in buying decision process? - Introduce the concept of buying decision process. - Talk about the participants in buying decision process. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of buying decision process b. Illustrate the stages of buying decision process <ul style="list-style-type: none"> • Problem recognition • Information search • Alternatives evaluation • Purchase decisions • Post-purchase evaluation c. Identify the participants in buying decision process <ul style="list-style-type: none"> • Initiator • Influencer • Decider • Buyer • Preparer • User • Gatekeeper d. Elaborate the theories of buying decision making <ul style="list-style-type: none"> • Motivation theories • Personality theories • Perception theories • Learning theories <p>3. Exercise (5 minutes) – Quiz</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. https://upnify.com/sales-glossary/buyer-role.html <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Discuss the buying discision process2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 36	Course Name: Marketing Management Topic: Digital Marketing	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Understand the concept of digital marketing b. Illustrate the types of digital marketing c. Identify the benefits of digital marketing d. Elaborate the best practices in digital marketing
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What do you mean by digital marketing? What are the various benefits of digital marketing? - Introduce the concept of digital marketing. - Talk about the benefits of digital marketing <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a. Explain the concept of digital marketing b. Illustrate the types of digital marketing <ul style="list-style-type: none"> • SEO • SEM • Content marketing • Social media marketing • Pay per click • Affiliate marketing • Native advertising • Marketing automation • Online marketing • Online PR • Inbound marketing • Sponsored content • Instant messaging marketing c. Identify the benefits of digital marketing <ul style="list-style-type: none"> • Focused efforts • Cost effective • Measurable results • Improved brand awareness • Strong engagement • Strong ROI potential • Global and regional reach



	<ul style="list-style-type: none">• Flexibility <p>d. Elaborate the best practices in digital marketing</p> <ul style="list-style-type: none">• Establish digital marketing goal• Define target audience• Determine digital marketing budget• Select digital marketing method• Track and analyse results <p>3. Exercise (5 minutes) – One Minute Paper</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: https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf https://www.forbes.com/advisor/business/what-is-digital-marketing/#benefits_of_digital_marketing_section https://blog.hubspot.com/marketing/what-is-digital-marketing <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What is digital marketing How is it done.2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 37	Course Name: Marketing Management Topic: Mobile Marketing	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of mobile marketing Illustrate the types of mobile marketing Articulate the conduct of mobile marketing Identify the benefits of mobile marketing Differentiate between mobile marketing and traditional marketing Elaborate the best practices for mobile marketing
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by mobile marketing? What are the various benefits of mobile marketing? How mobile marketing is different from traditional marketing? Introduce the concept of mobile marketing. Talk about the benefits of mobile marketing. Summarise how mobile marketing is different from traditional marketing. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of mobile marketing Illustrate the types of mobile marketing <ul style="list-style-type: none"> Mobile app marketing In-game advertising Quick response barcode Mobile banner adds Bluetooth marketing Voice marketing SMS Articulate the conduct of mobile marketing <ul style="list-style-type: none"> Research target customers Leverage opportunities on social media Set goals Create mobile-friendly campaigns Perform location-based marketing Consider the unique features of mobile devices Offer incentives Identify the benefits of mobile marketing <ul style="list-style-type: none"> Text messaging is easy and comparatively cheap



	<ul style="list-style-type: none"> • SMS has high CTR • Useful for local businesses <p>e. Differentiate mobile marketing and traditional marketing on the following parameters:</p> <ul style="list-style-type: none"> • Reach audience • Engage audience • Time • Measurability <p>f. Elaborate the best practices for mobile marketing</p> <ul style="list-style-type: none"> • Website optimization for mobile • Understand buyers and segment them according to the personas • Add opt-in and opt-out options • Be clear, concise and respectful • Don't forget about local optimization to align with the target audience's queries <p>3. Exercise (5 minutes) – Think-Pair-Share</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: https://sendpulse.com/support/glossary/mobile-marketing-sms https://www.optimove.com/resources/learning-center/mobile-marketing https://iimskills.com/what-is-mobile-marketing-10-key-elements/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. What is mobile marketing 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 38	Course Name: Marketing Management Topic: Green Marketing	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of green marketing Identify the benefits of green marketing Interpret the 3 Ps of green marketing Articulate the strategies of green marketing Appraise the process of formulating green marketing strategy Elaborate the best practices for green marketing
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by green marketing? What are the various benefits of green marketing? Introduce the concept of green marketing. Talk about the benefits of green marketing. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of green marketing Identify the benefits of green marketing <ul style="list-style-type: none"> Enhanced brand image and reputation Competitive advantage Increased customer loyalty and retention Expansion of customer base Cost saving Interpret the 3Ps of green marketing <ul style="list-style-type: none"> Passion Purpose Precision Articulate the strategies of green marketing <ul style="list-style-type: none"> Sustainable design Responsibility Green pricing Green initiatives Appraise the process of formulating green marketing strategy <ul style="list-style-type: none"> Identify and understand the target market Develop eco-friendly products and services Communicate clear environmental benefits Authenticity and transparency Educate and inform



	<ul style="list-style-type: none">• Use sustainable packaging and marketing materials• Collaborate with environmental organisations• Engage with social media and digital marketing• Monitor and measure <p>f. Elaborate the best practices for green marketing</p> <ul style="list-style-type: none">• Use recycled materials• Consider using bulk email service• Upgrade your equipment and vehicles• Highlight that your company is eco-friendly• Invest in social media marketing• Support environmental initiatives <p>3. Exercise (5 minutes) – Summarising</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: https://sendpulse.com/support/glossary/green-marketing https://emeritus.org/blog/sales-and-marketing-green-marketing/ https://sloovi.com/blog/green-marketing-definition-benefits-and-actionable-tips-to-build-a-sustainable-strategy/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. What is green marketing2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 39	Course Name: Marketing Management Topic: Social Media Marketing	Course No.: MBA-202
------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of social media marketing Describe the characteristics of social media marketing Articulate the importance of social media marketing Identify the social media marketing platforms Appraise the strategy formulation for social media marketing
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Video
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by social media marketing? Which are the various social media marketing platforms? Which social media platform is preferable by you? How social media marketing is significant? Introduce the concept of social media marketing. List down the various social media marketing platforms. Talk about the significance of social media marketing. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of social media marketing Describe the characteristics of social media marketing <ul style="list-style-type: none"> Participation Openness Relationship Building Reliability Customer Service Community Building Articulate the importance of social media marketing <ul style="list-style-type: none"> Build Brand Awareness Generate Leads Nurture Leads Implement Social Listening Connect Social Posts to Opportunities Measure Marketing Efforts Build Brand Authenticity Drive Thought Leadership Grow Your Audience Build a Community



	<ul style="list-style-type: none"> • Generate Unique Content at Scale • Stay Top of Mind with Key People <p>d. Identify the social media marketing platforms</p> <ul style="list-style-type: none"> • Facebook – 2895 million • YouTube – 2291 million • WhatsApp – 2000 million • Instagram – 1393 million • Facebook Messenger – 1300 million • Telegram – 550 million • Snapchat – 538 million • Pinterest – 454 million • Twitter – 363 million • Reddit – 430 million • Quora – 300 million <p>e. Appraise the strategy formulating for social media marketing</p> <ul style="list-style-type: none"> • Set goals that make sense for your business • Take time to research your target audience • Establish your most important metrics and KPIs • Create (and curate) engaging social content • Make your social presence as timely as possible • Assess what’s working, what isn’t and how to keep improving • Bring other departments into the mix <p>3. Exercise (5 minutes) – Display Video https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=video&cd=&cad=rja&uact=8&ved=2ahUKEwiZhM3058P6AhWDRm wGHV2ZBPkQtwJ6BAgHEAI&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D9m45nVsvvEY&usg=AOvVaw2Rs MNpgHvBdMIITQTdSJeY</p>
	<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: https://blog.galaxyweblinks.com/social-media-marketing-and-its-characteristics/ https://www.postbeyond.com/blog/social-media-marketing-importance/ https://www.oreilly.com/library/view/the-new-community/9780596804237/ch01.html https://sproutsocial.com/insights/social-media-marketing-strategy/ <p>Spend 5 minutes to wrap up and consolidate the learnings</p>



Evaluation	<ol style="list-style-type: none">1. what do you undersand by Social Media marketing2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
-------------------	--

Lesson Plan No. 40	Course Name: Marketing Management Topic: Influencer Marketing	Course No.: MBA-202
-------------------------------	--	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of influencer marketing Describe the types of influencers Articulate the importance of influencer marketing Appraise the strategy formulation for influencer marketing
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
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"> What do you mean by influencer marketing? How influencer marketing is significant? Introduce the concept of influencer marketing. Talk about the significance of influencer marketing. 2. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of influencer marketing Describe the types of influencers <ul style="list-style-type: none"> Mega Influencers Micro Influencers Macro (celebrity) Influencers Nano Influencers Articulate the importance of influencer marketing <ul style="list-style-type: none"> Establish credibility and trust Cost-effective Attract quality leads Boost brand awareness Appraise the strategy formulating for influencer marketing <ul style="list-style-type: none"> Set campaign goals Define campaign's target audience Define campaign's messaging and brief Set a budget Find the right influencers and reach out Track campaign's performance 3. Exercise (5 minutes) – Summarising
	<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.



	<p>3. Suggested Reading: https://www.semrush.com/blog/influencer-marketing-guide/ https://mailchimp.com/resources/what-is-influencer-marketing/ https://sproutsocial.com/insights/influencer-marketing/</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. What do you understand by influencer marketing</p> <p>2. Conduct Discussion. Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 41	Course Name: Marketing Management Topic: Affiliate Marketing	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of affiliate marketing Describe the types of affiliate marketing State the advantages and disadvantages of affiliate marketing Articulate the steps for affiliate marketing Appraise the affiliate marketing strategies
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by affiliate marketing? How affiliate marketing is significant? What are the problems associated with affiliate marketing? Introduce the concept of affiliate marketing. Talk about the significance of affiliate marketing. Talk about the problems associated with affiliate marketing. Development (30 minutes) <ol style="list-style-type: none"> Explain the concept of affiliate marketing Describe the types of affiliate marketing <ul style="list-style-type: none"> Unattached affiliate marketing Related affiliate marketing Involved affiliate marketing State the advantages and disadvantages of affiliate marketing <p><u>Advantages:</u></p> <ul style="list-style-type: none"> Low barriers to enter Low risk More freedom Passive income potential <p><u>Disadvantages:</u></p> <ul style="list-style-type: none"> Not a quick fix Less control Over fatigue Competition and audience fatigue Risk of link hijacking Not all affiliate programmes are equal Articulate the steps for affiliate marketing <ul style="list-style-type: none"> Find a company and product you want to promote Sign up as an affiliate



	<ul style="list-style-type: none"> • Get your unique affiliate link and add it to your site • A visitor to your website clicks the link, which takes them to a third-party page. • If the visitor makes a purchase, you receive a commission based on the value of the item purchased. <p>e. Appraise the affiliate marketing strategies</p> <ul style="list-style-type: none"> • Create an epic post • Create multiple YouTube videos about the product • Host a webinar • Publish a webinar reply • Giv away a bonus • Promote your products indirectly on social media • Run a giveaway to take advantage of “social proof” • Promote your products indirectly via your email list • Promote your products indirectly on other peoples’ sites • Review and compare different products of the same type <p>3. Exercise (5 minutes) – One Minute Paper</p>
	<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: https://www.smartpassiveincome.com/guides/affiliate-marketing-strategies/ https://www.investopedia.com/terms/a/affiliate-marketing.asp <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. What is afiliate marketing Is it same as influencer marketing 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 42	Course Name: Marketing Management Topic: Omnichannel Marketing	Course No.: MBA-202
------------------------------	---	----------------------------

Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none"> Understand the concept of omnichannel marketing Identify the benefits of omnichannel marketing Differentiate between omnichannel marketing and Multichannel marketing Appraise the steps for a successful omnichannel strategy
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<p>1. Introduction (05 minutes)</p> <ul style="list-style-type: none"> Ask questions What do you mean by omnichannel marketing? How omnichannel marketing is significant? Introduce the concept of omnichannel marketing. Talk about the significance of omnichannel marketing. Give various examples of real-world companies using omnichannel marketing <p>2. Development (30 minutes)</p> <ol style="list-style-type: none"> Explain the concept of omnichannel marketing Identify the benefits of omnichannel marketing <ul style="list-style-type: none"> A better user experience Cohesive brand strategy and identity Increased revenue Better attribution data Differentiate between omnichannel marketing and multichannel marketing <p style="text-align: center;">Multichannel vs. Omnichannel</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Multichannel Marketing Company-focused. Starts with your business and trickles down to customers.</p> </div> <div style="text-align: center;"> <p>Omnichannel Marketing Customer-focused. Puts the customer at the center of all channels for a seamless experience.</p> </div> </div>



	<p>d. Appraise the steps for a successful omnichannel marketing</p> <ul style="list-style-type: none"> • Research which channels your audience uses • Map the customer journey • Integrate your channels • Develop consistent messaging • Measure the results • Leverage the data to make improvement <p>3. Exercise (5 minutes) – Quiz</p>
	<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: <ul style="list-style-type: none"> https://www.semrush.com/blog/omnichannel-marketing/ https://www.moengage.com/blog/omnichannel-marketing/ https://blog.hubspot.com/service/omni-channel-experience#Omni-Channelvs.Multi-ChannelExperience https://www.marketingevolution.com/knowledge-center/topic/marketing-essentials/omnichannel <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. What do you understand by omnichannel marketing. How can it be implemented. 2. Conduct Discussion. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>