



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MBA

LESSON PLAN

Course Code	Course Title (Regulation)	Sem	Branch	Contact Periods/Week	Academic Year & Date of Commencement of Semester
24MB2T04	MARKETING MANAGEMENT	I/II	MBA	5	19/02/2025

COURSE OUTCOMES: Students are able to

1. Understands the concept of market and marketing.(K1)
2. Identifies the process for market segmentation with its targeting and positioning of products in the market.(K1)
3. Evaluates the concept in the product life cycle with all of its pricing policies. (K2)
4. Determines and describes marketing communication process.(K4)
5. Evaluates channels of distribution along with control concept.(K5)

Unit No	Outcome	Topics/Activity	Ref Text book	To tal Pe riods	Delivery Method	
1	CO1: Understands the concept of market and marketing.(K1)	1. Introduction to Marketing			9	Chalk & Talk, PPT, Active Learning & Tutorial
		1.1	Marketing Needs, Wants,	T1, T2, R1		
		1.2	Demands Products, Exchange	T1, T2, R1		
		1.3	Transactions	T1, T2, R1		
		1.4	Concept of Market and Marketing	T1, T2, R1		
		1.5	Marketing Mix (4P's)	T1, T2, R1		
		1.6	Concepts of Production, Product	T1, T2, R1		
		1.7	Sales and Marketing	T1, T2, R1		
		1.8	Societal Marketing, Green Marketing	T1, T2, R1		
		1.9	Indian Marketing Environment.	T1, T2, R1		
2	CO 2: Identifies the process for market segmentation with its targeting and positioning of products in the market.(K1)	II. Market Segmentation				Chalk &
		2.1	Identification of Market Segments	T1, T2, R3		
		2.2	Consumer and Institutional/corporate Clientele	T1, T2, R3		
		2.3	Segmenting Consumer Markets	T1, T2, R3		

		2.4	Segmentation Basis	T1, T2, R3	8	Talk, PPT Tutorial, Active Learning & Case Study
		2.5	Targeting and Positioning	T1, T2, R3		
		2.6	Evaluation and Selection of Target Markets	T1, T2, R3		
		2.7	Positioning significance	T1, T2, R3		
		2.8	Developing Positioning Strategy.			

MID I EXAMINATION

3	CO 3. Evaluates the concept in the product life cycle with all of its pricing policies. (K2)	III. Product Aspect			10	Chalk & Talk, PPT, Tutorial
		3.1	Product, Product Mix	T1, T2, R1		
		3.2	Product Life cycle (PLC)	T1, T2, R1		
		3.3	Pricing Aspects	T1, T2, R1		
		3.4	Obsolescence, Pricing, Objectives of Pricing	T1, T2, R1		
		3.5	Methods of Pricing	T1, T2, R1		
		3.6	Selecting the Final price	T1, T2, R1		
		3.7	Adopting price	T1, T2		
		3.8	Initiating the price cuts	T1, T2		
		3.9	Imitating price increases	T1, T2		
		3.10	Responding to Competitor's price changes.	T1, T2		
4	CO4. Determines and describes marketing communication process.(K4)	IV. Marketing Communication			10	Chalk & Talk, PPT &
		4.1	Communication Process	T1, T2, R3		
		4.2	Communication Mix	T1, T2, R3		
		4.3	Integrated Marketing Communication	T1, T2, R3		
		4.4	Managing Advertising Sales Promotion	T1, T2, R3		
		4.5	Public relations and Direct Marketing	T1, T2, R3		
		4.6	Sale force- Determining the Sales Force Size-Sales force Compensation.	T1, T2, R3		
5		V. Distribution, Marketing Organisation and Control				
		5.1	Channels of Distribution-Intensive	T1, T2, R3		
		5.2	Selective and Exclusive	T1, T2,		

CO 5. Evaluates channels of distribution along with control concept. (K5)		Distribution	R3	10	Chalk & Talk, PPT,
	5.3	Organizing the Marketing Department	T1, T2, R3		
	5.4	Marketing Implementation	T1, T2, R3		
	5.5	Control of Marketing Performance	T1, T2, R2		
	5.6	Annual Plan Control, Profitability Control	T1, T2, R2		
	5.7	Efficiency Control	T1, T2,		
	5.8	Strategic Control	T1, T2, R2		
		CASE STUDIES		5	
			Total	52	
MID II EXAMINATION					
END EXAMINATIONS					

Text Books & Reference books:

T1	Phillip Kotler: "Marketing Management", Pearson Publishers, New Delhi, 2013.
T2	Rajan Saxena: "Marketing Management", Tata McGraw Hill, New Delhi, 2012.
R1	V S Ramaswamy & S Namakumari, Marketing Management Global Perspective Indian Context 4th Edition, Mac Millan Publishers 2009.
R2	Tapan K Panda: "Marketing Management", Excel Books, New Delhi, 2012
R3	Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: "Marketing", Oxford University Press, Chennai, 2013

	Name	Signature with Date
Faculty	Dr.Manikya Rao.M	<i>Dr. Manikya Rao.M</i> 24/2/25
Course Coordinator	Dr.Manikya Rao.M	<i>Dr. Manikya Rao.M</i> 24/2/25
Module Coordinator	Dr. O V A M Sri Devi	<i>Dr. O V A M Sri Devi</i> 24/2
Programme Coordinator	Dr.Grace.G	<i>Dr. Grace.G</i> 24/2

Dr. Manikya Rao.M
PRINCIPAL