

MARKETING MANAGEMENT (BC-304)

Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic:Pricing- Objectives and Significance	Duration : 50 minutes.
Objectives	To learn about the task of fixing reasonable value on any products or services, the main objectives of pricing in marketing and the importance of pricing in marketing management.	
Teaching points	Meaning, definition, objectives and the significance of pricing in marketing management.	
Conclusion	Next class, we shall discuss about the meaning of pricing policies and the different types of pricing	
Reference	Marketing Management by Arun Kumar and N. Meenakshi, Marketing Management By Philip Kotler and Kevin Lane Keller, Rural Marketing by C.S.G Krishnamacharyulu and Lalitha Ramakrishnan, Marketing Management by Kotler and Keller.	

Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic:Policies and Types of Pricing	Duration : 50 minutes.
Objectives	How companies sets the prices of their products and services based on costs, value,demand and competition and the different types of pricing.	
Teaching points	meaning of pricing policy,objectives of pricing policy,factors involved in pricing policy and the different types of pricing.	
Conclusion	Next class,we shall discuss on the influencing factors and the process of price setting.	
Reference	Marketing Management by Arun Kumar and N. Meenakshi, Marketing Management By Philip Kotler and Kevin Lane Keller, Rural Marketing by C.S.G Krishnamacharyulu and Lalitha Ramakrishnan, Marketing Management by Kotler and Keller.	

Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: Influencing factors and the Process of Price setting	Duration: 50 minutes.
Objectives	To learn about the different types of factors affecting the pricing decisions of companies and the steps involved in the process of price setting.	
Teaching points	factors affecting pricing decisions and the different steps involved in the process of price setting.	
Conclusion	Next class we shall discuss geographical pricing and product line pricing.	
Reference	Marketing Management by Arun Kumar and N. Meenakshi, Marketing Management By Philip Kotler and Kevin Lane Keller, Rural Marketing by C.S.G Krishnamacharyulu and Lalitha Ramakrishnan, Marketing Management by Kotler and Keller.	

Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: Geographical Pricing and Product Line Pricing	Duration: 50 minutes.
Objectives	to learn about the definition, meaning and types of geographical pricing and product line pricing.	
Teaching points	definition, meaning and types of geographical pricing and product line pricing.	
Conclusion	Next class we shall discuss discounts, rebates and offers that companies offer and their importance in pricing decisions of companies.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: discounts, rebates and offers	Duration: 50 minutes.
Objectives	to learn about the meaning and importance of discounts, rebates and offers that companies use in their pricing decisions.	
Teaching points	meaning, definition and importance of discounts, rebates and offers.	
Conclusion	Next class we shall discuss about price change and approaches.	
Reference	Marketing Management by Arun Kumar and N. Meenakshi, Marketing Management By Philip Kotler and Kevin Lane Keller, Rural Marketing by C.S.G Krishnamacharyulu and Lalitha Ramakrishnan, Marketing Management by Kotler and Keller.	

Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: Price change and approaches	Duration: 50 minutes.
Objectives	to learn about meaning of price change, its impact on the market and the alternative approaches to determining price.	
Teaching points	meaning of price change, impact of price change on the market and the alternative approaches to determining price.	
Conclusion	Next class we shall discuss Market Promotion.	
Reference	Marketing Management by Arun Kumar and N. Meenakshi, Marketing Management By Philip Kotler and Kevin Lane Keller, Rural Marketing by C.S.G Krishnamacharyulu and Lalitha Ramakrishnan, Marketing Management by Kotler and Keller.	

Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: Market Promotion- Meaning, nature and importance	Duration: 50 minutes.
Objectives	to learn about the different types of marketing communication used to inform the target audience of the products, services or brands.	
Teaching points	Meaning of market promotion, nature of market promotion and its importance in the marketing environment.	
Conclusion	Next class we shall discuss domestic and global concepts of market promotion.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: domestic and global concepts of market promotion	Duration: 50 minutes.
Objectives	to learn about marketing within the geographical boundaries of the nation and international marketing of products and services.	
Teaching points	Meaning and concept of domestic market promotion and global market promotion	
Conclusion	Next class we shall discuss on Integrated market communication systems.	
Reference	Marketing Management by Arun Kumar and N. Meenakshi, Marketing Management By Philip Kotler and Kevin Lane Keller, Rural Marketing by C.S.G Krishnamacharyulu and Lalitha Ramakrishnan, Marketing Management by Kotler and Keller.	

Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: integrated market communication systems	Duration: 50 minutes.
Objectives	to learn about integrated market communication systems and the different promotional tools including advertising, personal selling, sales promotions, direct marketing, interactive marketing, publicity and public relations.	
Teaching points	introduction to integrated market communication systems, the marketing communicating mix and characteristics of each marketing mix.	
Conclusion	Next class we shall discuss sales promotion- online and offline promotion mix.	
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Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic:sales promotion- online and offline promotion mix	Duration: 50 minutes.
Objectives	to learn about the meaning of sales promotion and the different types of sales promotion, meaning of online and offline sales promotion mix.	
Teaching points	meaning of sales promotion, the 12 types of sales promotion, meaning of online and offline sales promotion mix, the 7ps of online marketing mix.	
Conclusion	Next class we shall discuss about advertising.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: Advertising	Duration: 50 minutes.
Objectives	To learn about the meaning of advertising, why advertising is important to companies and how companies advertise their products and services to their target audience.	
Teaching points	meaning and definition of advertising and its classification, different types of advertising, importance of advertising and objectives of advertising.	
Conclusion	Next class we shall discuss about Personal selling and public relations.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-III- Pricing and Promotion	Topic: Personal selling and public relations	Duration: 50 minutes.
Objectives	To learn about person-to-person communication between a salesperson and a prospective customer and how companies use public relations firms and agencies to communicate with the public for public perception.	
Teaching points	Meaning, objectives types and importance of personal selling and meaning of public relations, different types of public relations, sales promotion and public relations.	
Conclusion	Next class we shall discuss about Distribution and Retailing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic:Distribution: Meaning and importance	Duration: 50 minutes.
Objectives	To learn about how products reach target customers in the most direct and cost- efficient manner	
Teaching points	Meaning and importance of Distribution.	
Conclusion	Next class we shall discuss about channels of distribution,wholesaling and retailing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic:Channels of distribution,wholesaling and retailing	Duration: 50 minutes.
Objectives	To learn about the the path or route decided by the company to deliver its good or service to the customers and middlemen who generally facilitate flow of goods from the producers to the consumers.	
Teaching points	What is a distribution channel,types of channels of distribution, the different channels of distribution. Meaning ,functions and characteristics of wholesaling and retailing and their differences.	
Conclusion	Next class we shall learn about the factors affecting the choice of distribution channels.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic: Factors affecting choice of distribution channels	Duration: 50 minutes.
Objectives	To learn about how manufacturers choose their distribution channels and their factors affecting their choice of distribution channels.	
Teaching points	Different factors affecting the choice of distribution channels.	
Conclusion	Next class we shall discuss Supply chain Management.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic:supply chain management	Duration: 50 minutes.
Objectives	To learn about the management of the flow of goods and services and includes all processes that transform raw materials into final products.	
Teaching points	Meaning,definition and the supply chain management process.	
Conclusion	Next class we shall discuss about Market Logistics and channel communication.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic:Market Logistics and channel communication	Duration: 50 minutes.
Objectives	To learn about the process of delivering the finished goods to the intermediaries as well as customers.	
Teaching points	Meaning, tasks and key aspects of market logistics and channel communication.	
Conclusion	Next class we shall discuss about integration and channel mix strategies.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic: Integration and channel mix strategies	Duration: 50 minutes.
Objectives	To learn about the degree of intensiveness selected for the distribution of a product.	
Teaching points	What is channel mix in marketing, purpose of a channel strategy, types of channel strategies and channel mix plan.	
Conclusion	Next class we shall discuss about the meaning, significance of retailing and selection of location.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic: Meaning, significance of retailing and selection of location	Duration: 50 minutes.
Objectives	To learn about the set of activities or steps used to sell a product or a service to consumers for their personal or family use.	
Teaching points	Meaning of retailing, importance of retailing and the selection of location.	
Conclusion	Next class we shall discuss about super market, store/non-store based retailing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic:super market,store/non-store based retailing	Duration: 50 minutes.
Objectives	To learn about large scale institutions specialising in neccesaries and convenience goods that are store and non store based.	
Teaching points	Meaning,characteristics, advantages and disadvantages of supermarkets,classification of store and non-store based retailing.	
Conclusion	Next class we shall discuss about chain stores,speciality stores and retail vending machines.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic:chain stores, speciality stores, retail vending machines	Duration: 50 minutes.
Objectives	To learn about the different retail stores and the different kinds of products that are being sold in these retail stores.	
Teaching points	Meaning, advantages and disadvantages of chain stores, meaning of speciality stores and retail vending machines.	
Conclusion	Next class we shall discuss about email-order houses.	
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Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic:email-order houses.	Duration: 50 minutes.
Objectives	To learn about retail firms that conducts its business by receiving orders and shipping its merchandise through the mail.	
Teaching points	Meaning,advantages,disadvantages of email-order houses.	
Conclusion	Next class we shall discuss about retail cooperatives.	
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Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distribution and Retailing	Topic:retail cooperatives	Duration: 50 minutes.
Objectives	To learn about the type of cooperative which employs economies of scale on behalf of its retailer members.	
Teaching points	Meaning and importance of retail cooperatives.	
Conclusion	Next class we shall discuss about the changing dimensions of retail operations in India.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-IV-: Distributio n and Retailing	Topic: Changing dimensions of retail operations in India	Duration : 50 minutes.
Objectives	To learn about the expansion of the retail industry in India and the expansion of online retail stores in India.	
Teaching points	Expansion of retail industry in India, online retail stores in India, key players in Indian Retail Market and major problems of the retail industry in India.	
Conclusion	Next class we shall discuss about Rural Marketing- Importance and characteristics of rural marketing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Rural Marketing- Importance and characteristics of Rural marketing	Duration: 50 minutes.
Objectives	To learn about rural marketing and rural markets in India and their importance and characteristics	
Teaching points	Meaning, Importance and characteristics of rural marketing.	
Conclusion	Next class we shall discuss about importance of understanding rural consumers.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Importance of understanding rural consumers	Duration: 50 minutes.
Objectives	To learn about India's rural consumers and their importance to companies and brands.	
Teaching points	India's rural consumers and the importance of brands to understand rural consumers.	
Conclusion	Next class we shall discuss about rural marketing vs agricultural marketing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Rural Marketing vs Agricultural Marketing	Duration: 50 minutes.
Objectives	To learn about the difference between rural marketing and agricultural marketing.	
Teaching points	Difference between rural marketing and agricultural marketing.	
Conclusion	Next class we shall discuss about Planning for Rural Markets	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic: Planning for Rural Markets	Duration: 50 minutes.
Objectives	To learn about the rural marketing strategy that refers to planning of adequate supply of consumer goods and agricultural input to the villages at an affordable price to fulfil the needs of the consumers residing in these rural areas	
Teaching points	Planning for rural markets, identifying the needs for rural markets.	
Conclusion	Next class we shall learn about consumer protection in India.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Consumer Protection in India	Duration: 50 minutes.
Objectives	To learn about consumer protection in India and main laws that provide protection to consumers in India.	
Teaching points	Consumer Protection in India,Consumer Protection Act, objectives of Consumer Protection act,consumer rights, consumer redressal forums and unfair trading practices.	
Conclusion	Next class we shall discuss about Market ethics.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Market ethics	Duration: 50 minutes.
Objectives	To learn about applied ethics which deals with the moral principles behind the operation and regulation of marketing.	
Teaching points	Meaning of market ethics, reasons why ethical marketing is integral part of life in an organization,issues in marketing ethics.	
Conclusion	Next class we shall discuss about online marketing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Online Marketing	Duration: 50 minutes.
Objectives	To learn about web-based channels to spread a message about a company's brand, products, or services to its potential customers.	
Teaching points	Meaning of online marketing, benefits of online marketing, online marketing tools and examples of online marketing.	
Conclusion	Next class we shall discuss about social marketing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic: Social Marketing	Duration: 50 minutes.
Objectives	To learn about approaches used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole.	
Teaching points	Meaning ,importance and examples of social marketing.	
Conclusion	Next class we shall discuss about relationship marketing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Relationship Marketing	Duration: 50 minutes.
Objectives	To learn about customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement	
Teaching points	Meaning and importance of relationship marketing, implementing of relationship marketing strategy,benefits of relationship management and examples of relationship management.	
Conclusion	Next class we shall discuss about green marketing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Green Marketing	Duration: 50 minutes.
Objectives	To learn about the practice of developing and advertising products based on their real or perceived environmental sustainability.	
Teaching points	Meaning,importance,examples of green marketing,benefits of green marketing ,green marketing ideas and green marketing strategies.	
Conclusion	Next class we shall discuss about sustainable marketing and interactive marketing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Sustainable Marketing and Interactive Marketing	Duration: 50 minutes.
Objectives	To learn about social and environmental investments as a marketing strategy and about one-to-one marketing practice that centers on individual customer and prospects' actions.	
Teaching points	Meaning of sustainability marketing and interactive marketing, strategies for sustainability marketing, types of interactive marketing and benefits of interactive marketing.	
Conclusion	Next class we shall discuss about the use of technology in marketing.	
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Lecture Plan		
Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic: Use of technology in marketing	Duration: 50 minutes.
Objectives	To learn about the importance and uses of technology in today's world and how companies are using technology to market their products and services.	
Teaching points	Uses of technology in marketing and digital technologies that are being used in today's world.	
Conclusion	Next class we shall discuss about customisation.	
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Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic: Customization	Duration: 50 minutes.
Objectives	To learn about the context of international marketing to a country-tailored product strategy which focuses on cross-border differences in the needs and wants of target customers.	
Teaching points	Meaning of customization and customization of online advertising	
Conclusion	Next class we shall discuss about niche marketing.	
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Class: B.com-III	Paper: Marketing Management (BC-304)	
Unit-V: Contemporary Issues in Marketing Management	Topic:Niche marketing	Duration: 50 minutes.
Objectives	To learn about marketing tactics deployed to target a specific market segment which is unique.	
Teaching points	Definition,meaning,description of Niche Marketing, needs for niche markets and examples of niche markets.	
Conclusion	Next class we shall discuss about Market Analytics.	
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