



**MEASI INSTITUTE OF MANAGEMENT  
CHENNAI-14**  
Approved by All India Council of Technical Education and  
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

## MARKETING MANAGEMENT

### LESSON PLAN

<b>Name of the Course</b>	Marketing management	<b>Lecture</b>	4
<b>Type of the Course</b>	Core course	<b>Theory</b>	0
<b>Course Code</b>	PMF2K	<b>Practical</b>	0
<b>Semester</b>	II	<b>Seminar</b>	0
<b>Maximum Hours</b>	60	<b>Credits</b>	4

Unit. No.	Details	Teaching type	Level	Method	Hours
<b>Unit I</b>	<b>Introduction:</b> Marketing Management Philosophies-What is marketing?	Understanding	L2	Lecture	2
	The concepts of marketing	Understanding	L2	Lecture	2
	E-marketing	Understanding	L2	Lecture	4
	Social media marketing	Understanding	L2	Lecture	4
<b>Unit II</b>	<b>Strategic Planning:</b> Marketing management process, Analysis of marketing opportunities, Selecting target consumers, Developing marketing mix	Understanding	L2	Lecture	4
	Analysis of macro and micro environment	Understanding	L2	Lecture	2
	Marketing research as an aid to marketing, Marketing research process	Understanding	L2	Lecture	3
	Sales forecasting – Techniques	Understanding	L2	Lecture	3
<b>Unit III</b>	<b>Buyer behavior:</b> Factors influencing consumer behavior	Understanding	L2	Lecture	3
	Buying situation - Buying decision process - Industrial buyer behavior	Understanding	L2	Lecture	3
	Market segmentation, Targeting and Positioning	Understanding	L2	Lecture	4
	Competitive marketing strategies	Understanding	L2	Lecture	2
<b>Unit IV</b>	<b>Product policies:</b> Consumer and Industrial product decisions, branding, packaging and labeling	Understanding	L2	Lecture	2
	New product development	Understanding	L2	Lecture	4
	Product life cycle strategies	Understanding	L2	Lecture	3

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	Pricing - Pricing strategies and approaches	Understanding	L2	Lecture	3
<b>Unit V</b>	<b>Promotion Decisions:</b> Promotion mix - Advertising - Sales promotion				3
	Sales force decisions, Selection, Training, Compensation and Control - Publicity and Personal selling - Channel management	Understanding	L2	Lecture	4
	Selection, Cooperation and Conflict management - Vertical, Horizontal and Multi-channel Systems	Understanding	L2	Lecture	3
	Consumer Protection - Awareness of Consumer Rights in the marketplace	Understanding	L2	Lecture	2
<b>TOTAL HOURS</b>					60

Note:

Teaching Type	Level	Method
Memory level	L1	Drill, Review and Revision and Asking the question
Understanding level	L2	Lecture method, lecture demonstration method, discussion method, inductive and deductive, exemplification and explanation methods
Reflection level	L3	Problem solving method, investigating projects, Heuristic method, Experimental method, Inquiry oriented method, analytic method

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