

**SD COLLEGE HOSHIARPUR**  
**DEPARTMENT OF COMMERCE**

**LECTURE PLAN**

Class	<b>BCOM (SEMESTER-VI)</b>
Subject name and code	BCOM405: MARKETING MANAGEMENT
Max. Marks and duration of exam.	100 (Theory:80, Internal Assessment:20) and 3 hours
Duration of lecture	45 minutes per day
No. of lectures delivered per week	6 lectures
Submitted by	Harjyot Kaur, Department of Commerce

**Course Objective:** Making students to understand the basic concepts, philosophies, Process and techniques of Marketing

**UNIT-I**

<b>Topics</b>	<b>Content</b>	<b>Specific objectives</b>	<b>Methods and Techniques</b>	<b>Resource and links</b>
<b>Introduction to Marketing</b>	Meaning, Nature and Scope of marketing Marketing concepts Philosophies Marketing process Marketing mix	Making students to understand the basic concepts, philosophies, Process and techniques of Marketing.	Class room teaching with example  PowerPoint Presentations  Case studies Google class	1. Czinkota, M. R. and Kotabe. M., Marketing Management, Vikas Publishing, NewDelhi.  2. Kotler, P., Marketing Management: Analysis, Planning, Implementation & Control, Prentice Hall of India, NewDelhi.  3. Perreault, W.D. and Jerome, E.M., Basic

				<p>Marketing, Tata McGraw Hill, NewDelh.</p> <p>4. Ramaswamy, V. S. and Namakumari, S., Marketing Management: Planning, Control, MacMillan Press, NewDelhi.</p> <p>5. Zikmund, A., Marketing, Thomson Learning, Mumbai.</p> <p>6. DR C.N Sontakki, DR Neeti Gupta Anuj Gupta (Kalyani Publisher)</p>
<b>Consumer buying behaviour</b>	Meaning and factors influencing buying behaviour Buying Decision process			<p><b>INTERNET WEBSITES</b></p> <p><a href="http://www.slideshare.in">www.slideshare.in</a></p> <p><a href="http://www.scribd.com">www.scribd.com</a></p> <p><a href="http://www.managementparadise.com">www.managementparadise.com</a></p>

<b>Marketing Segmentation</b>	Levels and patterns of market segmentation Basis Major Segmentation Variable for consumer markets			
	Concept of Marketing targeting And positioning			
<b>Product planning and Market Strategies</b>	Product life cycle New product development Product concept and classification Branding Packaging Labeling			

## Question Bank

### Short Questions

1. Marketing risk.
2. Standardization and grading.
3. Buying and assembling.
4. What is the product mix?
5. Define MIS.
6. What is marketing research?
7. What is buying behaviour?
8. What is market targeting?
9. Define PLC?
10. What is product innovations?

### Long Questions

1. Define marketing? Explain its nature and scope?
2. Examine the different functions of marketing?
3. "Marketing mix that is evolved is not stagnant but dynamic." Explain?
4. Define the term marketing information system? How can you improve the quality of marketing intelligence system?
5. How marketing research does helps a sale manager in planning the volume of business?

6. Define consumer behaviour as a phrase? Differentiate between consumer and buyer behaviour?
7. Discuss the various factors affecting the consumer buying behaviour?
8. What is the marketing segmentation? What are the basic of segmentation?
9. What is product positioning? What factors do bring the greatest degree of success? Explain.
10. What is product packaging?

## Unit -II

<b>Topics</b>	<b>Content</b>	<b>Specific objectives</b>	<b>Methods and Techniques</b>	<b>Resource and links</b>
<b>Pricing decisions</b>	Meaning Pricing policies & strategies	Making students to understand the basic concepts, philosophies, Process and techniques of Marketing.	Class room teaching with example  PowerPoint Presentations  Case studies Google class	
<b>Distribution Decisions</b>	Channel Design Decisions Major Channel Alternatives Channels Management Decisions Causes and managing channel conflict Physical distribution			
<b>Promotion Decisions</b>	Communication Process			

<b>Promotion Tools</b>	Meaning Advertising Sales promotions Personal Selling			
<b>Recent Trends in online marketing</b>	E-marketing Mobile marketing Social media marketing			

## QUESTION BANK

### SHORT QUESTIONS

1. Rural consumer dimensions.
2. On line marketing.
3. Define sales promotions.
4. Define personal sellings.
5. What do you mean by public relations?
6. Barriers of communication.
7. What is vertical integration?
8. What is cost plus pricing?
9. What are conventional channels?
10. Who is wholesaler?

### LONG QUESTIONS

1. What are the price policies and strategies? Explain?
2. "Middleman are parasites and they should be eliminated." Do you agree? Discuss.
3. What is the "channel conflict" what are its causes and consequences?
4. Discuss the conventional and non conventional channels of marketing?
5. What is the physical distribution? How can one improve efficiency of physical distribution? Discuss.
6. What steps are involved in the effective communication process?
7. "Advertisement can do anything" Comment?
8. "Advertisement is a social waste." Comment with reasons.
9. Outline the rural consumer dimensions and demand dimensions?
10. Explain retail marketing & customer relation management?

**SUBMITTED BY:  
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