

PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY

Department of Business Studies

Semester :3 rd			
Course Title: MARKETING MANAGEMENT			
Course Code:B23-BBA-302			
S. No.	Lecture No.	Topics to be covered	Target Outcome
1	1	Introduction to Marketing: Meaning, Nature, and Scope	CLO 1
2	2	Introduction to Marketing: Meaning, Nature, and Scope (contd.)	CLO 1
3	3	Marketing Environment: Micro and Macro Environment	CLO 2
4	4	Marketing Environment: Micro and Macro Environment (contd.)	CLO 2
5	5	Marketing Mix (4Ps): Product, Price, Place, Promotion	CLO 3
6	6	Marketing Mix (4Ps): Product, Price, Place, Promotion (contd.)	CLO 3
7	7	STP Strategy: Segmentation	CLO 2
8	8	STP Strategy: Targeting	CLO 2
9	9	STP Strategy: Positioning	CLO 2
10	10	Marketing Information System: Meaning and Components	CLO 2
11	11	Marketing Information System: Components (contd.)	CLO 2
12	12	Marketing Research: Importance in Decision Making	CLO 2
13	13	Marketing Research: Process	CLO 2
14	14	Marketing Research: Process (contd.)	CLO 2
15	15	Consumer Behavior: Meaning	CLO 1, 2
16	16	Consumer Behavior: Importance for Marketers	CLO 1, 2
17	17	Product Concepts: Levels of Product	CLO 3, 4
18	18	Product Concepts: Product Mix	CLO 3, 4
19	19	New Product Development (NPD): Stages	CLO 3, 4
20	20	New Product Development (NPD): Importance	CLO 3, 4
21	21	Product Life Cycle (PLC): Stages and Strategies	CLO 1, 3
22	22	Branding: Role in Marketing	CLO 1, 3
23	23	Packaging Decisions: Role and Importance	CLO 1, 3
24	24	Pricing: Meaning and Procedure for Setting Prices	CLO 3, 4
25	25	Pricing: Pricing Strategies	CLO 3, 4

26	26	Distribution Channels: Levels and Roles	CLO 3
27	27	Promotion Mix: Advertising	CLO 3
28	28	Promotion Mix: Sales Promotion, Personal Selling	CLO 3
29	29	Sales Promotion Techniques	CLO 3, 4
30	30	Personal Selling: Process and Importance	CLO 3, 4
31	31	Direct Marketing and Public Relations	CLO 3, 4
32	32	Marketing Control: Importance and Techniques	CLO 1, 2
33	33	Service Marketing: Introduction to Services	CLO 3, 4
34	34	Service Marketing: 7Ps of Service Marketing	CLO 3, 4
35	35	Role of Service Sector in the Economy	CLO 3, 4
36	36	Revision of Module I and II	CLO 1, 2
37	37	Revision of Module I and II (contd.)	CLO 1, 2
38	38	Revision of Module III and IV	CLO 3, 4
39	39	Revision of Module III and IV (contd.)	CLO 3, 4
40	40	Final Revision	All