

PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY

Department of Business Studies

Semester : 3 rd			
Course Title: FUNDAMENTALS OF MARKETING MANAGEMENT			
Course Code: B23-UDM- 302			
S. No.	Lecture No.	Topics to be covered	Target Outcome
1	1	Marketing Management-Meaning, Nature and Scope.	CO1
2	2	Concept of Marketing	CO1
3	3	Marketing Environment,	CO1
4	4	Marketing Mix,	CO1
5	5	STP (segmenting, targeting and positioning) approach to marketing.	CO1
6	6	Marketing Information System- Meaning and Components.	CO2
7	7	Marketing Research.	CO2
8	8	Consumer Behavior-Meaning and Importance of study for Marketers.	CO2
9	9	Product-Meaning, level and	CO3
10	10	Product Mix.	CO3
11	11	New Product development,	CO3
12	12	Product Life Cycle,	CO3
13	13	Branding decision	CO3
14	14	Packaging decision	CO3
15	15	Pricing-Meaning ,procedure for Setting price.	CO3
16	16	Pricing-Meaning ,procedure for Setting price.	CO3
17	17	Pricing-Meaning ,procedure for Setting price.	CO3
18	18	Promotion-promotion Mix-A study of advertising	CO3
19	19	Promotion-promotion Mix-A study of advertising	CO3
20	20	Promotion Mix- sales promotion,	CO3
21	21	Promotion Mix-personal selling	CO3
22	22	Personal selling	CO3
23	23	Promotion Mix-direct selling	CO3
24	24	Marketing organization and control.	CO4
25	25	Marketing organization and control.	CO4
26	26	Marketing Of Services: An introduction	CO4

27	27	Marketing Of Services: An introduction	CO4
28	28	Role of service sector in Economy	CO4
29	29	Role of service sector in Economy	CO4
30	30	Role of service sector in Economy	CO4
31	31	Role of 7 P's of service marketing	CO4
32	32	Role of 7 P's of service marketing	CO4
33	33	Role of 7 P's of service marketing	CO4
34	34	Distribution Channels-Levels and Roles.	CO4
35	35	Distribution Channels-Levels and Roles	CO4
36	36	Management of Physical Distribution	CO4
37	37	Management of Physical Distribution	CO4
38	38	Revision	
39	39	Doubt clearing session	
40	40	Test	