

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT**

Department of Management Studies

Semester: 2nd

Course Title: Marketing Management

Course No .MBA-204

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
1	L-1	Introduction, Meaning, Scope & Definition of marketing	CO1
2	L-2	Evolution of marketing	CO1
3	L-3	Traditional concepts of marketing	CO1
4	L-4	New concepts of marketing	CO1
5	L-5	Marketing Environment concept and components	CO1
6	L-6	Environmental Scanning Techniques in marketing	CO1
7	L-7	Video Class on Env't. Scanning & SWOT Analysis	CO1
8	L-8	Marketing Mix : Meaning	CO1
9	L-9	Extended Marketing Mix (4Ps & 7 Ps)	
10	L-10	Product Mix, Price Mix, Place Mix, Promotion Mix	CO1
11	L-11	People Mix, Process Mix & Physical Evidence Mix	CO1
12	L-12	Segmentation : Meaning & Concept	CO1
13	L-13	Factors to be considered before segmenting	CO1
14	L-14	Targeting : Meaning & Different types of targeting	CO1
15	L-15	Positioning & Various approaches towards positioning	CO2
16	L-16	MIS & Components of a marketing information system	CO2

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
17	L-17	Marketing Research: Meaning & Scope	CO2
18	L-18	Marketing Research Techniques	CO2
19	L-19	Consumer Behaviour-Meaning, Importance	CO2
20	L-20	Factors Influencing consumer Behaviour	CO2
21	L-21	Models of Consumer Behaviour	CO2
22	L-22	Buying Motives and Buying Process	CO2
23	L-23	Product life cycle & Strategic implications in PLC	CO2
24	L-24	Packaging Decisions	CO2
25	L-25	Branding Decisions	CO2
26	L-26	Pricing & Factors affecting Pricing	CO2
27	L-27	Pricing Policies and Procedures	CO2
28	L-28	Pricing Strategy and Product life cycle,	CO2
29	L-29	Channels of distributions: Concept, types	CO3
30	L-30	Promotion Mix: Introduction, Meaning, Scope	CO3
31	L-31	Advertising: Types & Different Media	CO4
32	L-32	Sales Promotion : Meaning & Types	CO4
33	L-33	Public Relation & its implication	CO4
34	L-34	Personal Selling & Process of Personal Selling	CO4
35	L-35	Ethics in Marketing/ trend in Marketing/ Role of IT in marketing	CO4