

<b>Name of Faculty</b>	<b>Dr. Saurabh Garg</b>		
<b>Discipline</b>	<b>Department of Management Studies</b>		
<b>Semester</b>	<b>Second Semester (II)</b>		
<b>Subject</b>	<b>Marketing Management (MBA-204)</b>		
<b>Lectures Required</b>	<b>Topic (Including Assignment/Test)</b>	<b>Practical Day</b>	<b>Topic (Including Assignment/Test)</b>
<b>2</b>	Introduction, Meaning, Scope & Definition of marketing	N/A	N/A
	Evolution of marketing		
	Traditional concepts of marketing		
	New concepts of marketing		
<b>3</b>	Marketing Environment concept and components	1st	Puma v/s Adidas
	Environmental Scanning Techniques in marketing		
	Case Study		
	Marketing Mix : Meaning		
<b>2</b>	Extended Marketing Mix (4Ps & 7 Ps)	N/A	N/A
	Product Mix, Price Mix, Place Mix, Promotion Mix		
	People Mix, Process Mix & Physical Evidence Mix		
	Case Study	2nd	Haldiram
<b>3</b>	Segmentation : Meaning & Concept	N/A	N/A
	Factors to be considered before segmenting		
	Targeting : Meaning & Different types of targeting		
	Positioning & Various approaches towards positioning		
<b>3</b>	MIS & Components of a marketing information system	3rd	Ujala whitner
	Marketing Research: Meaning & Scope		
	Marketing Research Techniques		
	Case Study		
<b>3</b>	Consumer Behaviour-Meaning, Importance	N/A	N/A
	Factors Influencing consumer Behaviour		
	Models of Consumer Behaviour		
	Buying Motives and Buying Process		

	Case Discussion & Assignment	<b>4th</b>	Pepsi Co
<b>2</b>	Product: Different layers of product	N/A	N/A
	Product Line & Various Extension Decisions		
	New Product Development Process		
Product life cycle & Strategic implications in PLC			
<b>3</b>	Packaging Decisions	5th	Walmart
	Branding Decisions		
	Case Study		
<b>2</b>	Pricing & Factors affecting Pricing	N/A	N/A
	Pricing Policies and Procedures		
	Pricing Strategy and Product life cycle,		
	Price Changes and organizational strategies		
<b>3</b>	Product Line Pricing	6th	Pepsi Vs Coke
	Channels of distributions: Concept, types		
	Factors affecting selection of distribution channels		
	Case Discussion & Assignment on it		
<b>3</b>	Promotion Mix: Introduction, Meaning, Scope	NA	NA
	Advertising: Types & Different Media		
	Sales Promotion : Meaning & Types		
	Public Relation & its implication		
<b>2</b>	Personal Selling & Process of Personal Selling	NA	NA
	Direct Marketing & Direct Selling		
	Integrated Marketing communication (360 degree approach)		
	Presentation by Students		
<b>2</b>	Ethics in Marketing	NA	NA
	Role of IT in marketing		
	Latest Trends in marketing		
	Revision		

	Last Year Question Papers Discussion		
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