

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY  
PANIPAT**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
COURSE PLAN**

**Name: -**

**Subject Name: - Marketing Management**

**Branch/Semester: - BBA**

**Subject Code:- BBA 211**

<b>Sr. No.</b>	<b>Lecture No.</b>	<b>Topics To Be Covered</b>	<b>Planned on</b>	<b>Covered On</b>	<b>Remarks</b>
1	L 1	Marketing Management- Meaning, Nature and Scope.	6/01/2020		
2	L 2	Concepts of Marketing	8/01/2020		
3	L 3	Marketing Environment,	9/01/2020		
4	L 4	Marketing Mix,	13/01/2020		
5	L 5	STP (segmenting, targeting and positioning) approach to marketing.	15/01/2020		
6	L 6	Case study on Marketing Mix	16/01/2020		
7	L 7	Marketing Information System- Meaning and Components.	20/01/2020		
8	L 8	Marketing Research.	22/01/2020		
9	L 9	Consumer Behaviour-Meaning and Importance of study for Marketers.	23/01/2020		
10	L 10	Class test	27/01/2020		
11	L 11	Product –Meaning, levels and	3/02/2020		
12	L 12	product Mix.	5/02/2020		
13	L 13	New Product development,	6/02/2020		
14	L 14	Product Life Cycle,	10/02/2020		
15	L 15	Branding decision	12/02/2020		
16	L 16	Packaging decision	13/02/2020		
17	L 17	Pricing-Meaning, procedure for setting a price.	17/02/2020		
18	L 18	Price variation.	20/02/2020		

19	L 19	Class test	24/02/2020		
20	L 20	Distribution Channels- Levels and Roles.	26/02/2020		
21	L 21	Management of Physical Distribution	2/03/2020		
22	L 22	Promotion- promotion Mix- A study of advertising	4/03/2020		
23	L 23	promotion Mix- sales promotion,	5/03/2020		
24	L 24	promotion Mix- personal selling	9/03/2020		
25	L 25	Personal selling	11/03/2020		
26	L 26	promotion Mix- direct selling	12/03/2020		
27	L 27	Marketing organization and control.	16/03/2020		
28	L 28	Marketing organization and control.	18/03/2020		
29	L 29	Class test	19/03/2020		
30	L 30	Case study on Promotion mix	23/03/2020		
31	L 31	Doubts clearance	25/03/2020		
32	L 32	Revision of NPD	26/03/2020		
33	L 33	Revision of marketing mix	27/03/2020		
34	L 34	Revision of branding decision	1/04/2020		
35	L 35	Revision of STP	2/04/2020		
36	L 36	Revision of MIS	6/04/2020		
37	L 37	Revision Class	7/04/2020		
38	L 38	Model Answer Discussion in Class	9/04/2020		
39	L 39	Old year question papers discussion with answers	13/04/2020		
40	L 40	Revision Class	15/04/2020		