

## TEACHING LEARNING EVALUATION PLAN

MARKETING MANAGEMENT	
<b>Course Code: 22BBL302-A</b>	Continuous Evaluation: 40 Marks
<b>Credits: 3</b>	End Semester Examination: 60 Marks
<b>L T P: 3 0 0</b>	
<b>Prerequisite: Basic understanding of Management</b>	

To develop a comprehensive understanding of marketing principles and strategies applicable to the legal industry, enabling effective promotion and branding of legal services to prospective clients while complying with ethical and professional standards.

### COURSE OBJECTIVES (COs):

**CO1:** To understand the concepts of marketing management.

**CO2:** To learn about marketing process for different types of products and services.

**CO3:** To understand the tools used by marketing managers in decision situations and its environment.

**CO4:** To understand the Marketing Mix Elements and the strategies and principles underlying the modern marketing practices.

**CO5:** To encourage students to explore for themselves the role of a marketing manager.

### COURSE LEARNING OUTCOMES (CLOs)

After the successful completion of the course, the students will have the ability to:

**CLO1:** Demonstrate strong conceptual knowledge in the functional area of marketing management.

**CLO2:** Demonstrate effective understanding of relevant functional areas of marketing management and its application.

**CLO3:** Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

**CLO4:** Demonstrate their comprehension of marketing concepts and knowledge.

**CLO5:** Enable students to apply the marketing concepts and marketing mix elements practically.

### MAPPING MATRIX OF COURSE OBJECTIVES (COs) & COURSE LEARNING OUTCOMES (CLOs)

CLOs→ COs↓	CLO1	CLO2	CLO3	CLO4	CLO5
CO1	✓				

CO2		✓			
CO3			✓		
CO4				✓	
CO5					✓

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### TEXT BOOKS:

1. Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management: A South Asian Perspective, Pearson Education, Delhi. 2020
2. B. Baines, C. Fill, K. Page, P.K. Sinha, Marketing – Asian Edition, Oxford University Press, Delhi, 2017
3. M.J. Etzel, B.J. Walker, W.J. Stanton, A. Pandit, Marketing, McGraw Hill, New Delhi. 14th Edition, 2018

### REFERENCE BOOKS:

1. J. Darymple Douglas, & Leonard J. Parsons, Marketing Management: Text and Cases. Seventh Edition, John Wiley and Sons, 2015
2. Arun Kumar, N.Meenakshi, Marketing Management, Vikas Publishing House, Noida, India, 2nd Edition, 2018
3. V.S. Ramaswamy, S. Namakumari, Marketing Management – Global Perspective, Indian Context, Macmillan Publishers India, New Delhi, 4th Edition, 2019

## TEACHING LEARNING EVALUATION PLAN

Session	Date	Topic	Pedagogy	Readings/References
1		INTRODUCTION OF THE SUBJECT	Lecture	Chapter -1, Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
2,3,4		MEANING, NATURE AND SCOPE OF MARKETING, CORE MARKETING CONCEPTS	Lecture	Chapter -1, Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:

5,6,7		MARKETING MIX, ROLE AND FUNCTIONS OF MARKETING MANAGER	Interactive discussions	Chapter -1, Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
8,9,10		MARKETING PHILOSOPHIES, UNDERSTANDING MARKETING ENVIRONMENT	Lecture	Ch-2, Arun Kumar, N.Meenakshi, Marketing Management,
11,12		RELEVANCE OF MARKETING IN DEVELOPING ECONOMY	Lecture	Ch-1, Arun Kumar, N.Meenakshi, Marketing Management,
13,14		CONSUMER AND ORGANISATION BUYER BEHAVIOUR, MARKET SEGMENTATION, TARGETING AND POSITIONING	Lecture	Ch- 4, Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
15, 16, 17		PRODUCT MIX: CONCEPT OF A PRODUCT, PRODUCT CHARACTERISTICS: INTRINSIC AND EXTRINSIC, TYPES OF PRODUCTS	Problem Based Learning	Arun Kumar, N.Meenakshi, Marketing Management,:
18,19		PRODUCT SIMPLIFICATION, PRODUCT ELIMINATION, PRODUCT DIVERSIFICATION	Case-based learning	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
20		PRODUCT LIFE CYCLE	Case-based learning	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
21,22		NEW PRODUCT DEVELOPMENT: PROCESS	Case-based learning	Arun Kumar, N.Meenakshi, Marketing Management,:
23,24, 25		PRICE MIX: MEANING, ELEMENTS, IMPORTANCE OF PRICE MIX, DETERMINANTS OF	Lecture	Arun Kumar, N.Meenakshi, Marketing Management,:

		PRICE, PRICING METHODS		
6,27,28		PRICING PROCESS AND RECENT TRENDS IN PRICING	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
29,30		PROMOTION TOOLS: MEANING, ELEMENTS OF PROMOTION MIX	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
31,32		TYPES OF MEDIA: ADVERTISING, PERSONAL SELLING, PUBLICITY AND SALES PROMOTION	Hands-on exercises	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
3,34,35		CONCEPT OF MEDIA MIX, RECENT TRENDS IN PROMOTION.	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
36,37		DISTRIBUTION CHANNEL DECISIONS: MEANING AND CONCEPTS OF CHANNEL OF DISTRIBUTION	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
38,39		TYPES OF CHANNEL OF DISTRIBUTION OR INTERMEDIARIES	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
40,41,42		FACTORS INFLUENCING SELECTION OF CHANNELS, TYPES OF DISTRIBUTION STRATEGIES	Lecture	Arun Kumar, N.Meenakshi, Marketing Management:
43,44,45		RURAL MARKETING: MEANING, FEATURES, IMPORTANCE AND DIFFICULTIES IN RURAL MARKETING	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
46,47		RETAIL MARKETING: MEANING, TYPES AND ROLE OF RETAIL MARKETING	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:

48,49		TELE MARKETING: MEANING, DEFINITION, APPLICATIONS	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
50,51		E-MARKETING: MEANING, DEFINITION, TOOLS, AND IMPORTANCE	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
52, 53		DIGITAL MARKETING: MEANING, IMPORTANCE OF DIGITAL MARKETING	Lecture	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
54, 55		GREEN MARKETING: MEANING, IMPORTANCE	Group projects	Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management:
56		CONCLUSION AND COURSE SUMMARIZATION	Lecture	

### TEXT BOOKS:

1. Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, Marketing Management: A South Asian Perspective, Pearson Education, Delhi. 2020
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## EVALUATION PROCESS

### • Internal Evaluation Components:

Two MSTs – 20 Marks

The mode of MST-II will be Open Book System/Analytical Evaluation. Students will write written argument in this component against any Constitutional Moot Problem.

Assignment, Project and Presentation – 20 Marks (Research Articles are required in this component)

- **End -Sem Examination: 60% Weightage**

End-Sem examination shall be of three hours' duration. The examination paper shall have objective, short, analytical, and problem based questions.

Component No.	Evaluation Component	Weight age	Date of evaluation	Learning Outcomes	Date of Completion of Evaluation
<b>INTERNAL EVALUATION</b>					
1.	MST-I Mid Semester Test	10 Marks	As per the time table/evaluation schedule	1,2	As per the time table/evaluation schedule
2.	MST-II	10 Marks	As per the time table/evaluation schedule	2,3	As per the time table/evaluation schedule
3.	Assignment/ Projects	15 Marks	As per the time table/evaluation schedule	3,4,5	As per the time table/evaluation schedule
4.	Attendance/Class Participation/ Presentation	5 Marks		3,4,5	End of the Semester
<b>EXTERNAL EVALUATION</b>					
6.	<b>End Term Examination</b>	60 Marks	As per the time table/evaluation schedule	1,2,3,4,5	As per the time table/evaluation schedule
	<b>Total</b>	<b>(40+60) =100</b>			

## TEACHING LEARNING EVALUATION PLAN

INTRODUCTION TO PERFORMANCE MANAGEMENT	
Course Code: 21BBA603HR	Continuous Evaluation: 40 Marks
Credits: 3	End Semester Examination: 60 Marks
L T P: 3 0 0	
Prerequisite: Basic understanding of Management	

S. No.	Topics/units covered	Session		Pedagogy (Lecture, Simulation/ Project, Assignment)	Activity (Assignment/ Quiz/ppt. etc.)	Learning Outcome	Remarks
		Scheduled	Held				
1.	Unit 1 Concept, dimensions Basics of Performance management Concept and essence Need for PM	10 Lectures	10 lectures	Lecture cum Discussion Method Deductive approach and previous knowledge testing method and then discuss in context of Performance	Assignment 1	Students will be able to understand the concept of concept of Performance and Students will be able to learn the basics of PM	
2.	Unit 2 principles, PM vs. PA Process Performance MGT. Performance and Potential Their linkage Individual presentation	10 Lectures	10 Lectures	Discussion method by incorporating Industry examples Asking probing question by using inductive approach and come to the topic	Quiz 1 & Assignment 2	Students will be able to understand the role of strategic formulation and Students will be able to understand the action plan required to establish linkage of Performance with employee	

3.	Unit 4 Measuring Performance Managing for results managing behavior managing competencies conducting performance reviews	12 Lectures	12 Lectures	Lecture cum discussion method by using deductive approach	Case study & Assignment 3	To judge the previous knowledge of students by asking probing problems	
4.	Unit 4 Designing and Implementing Performance Management Process Performance Planning defining objectives and performance standards defining capability requirements performance management system implementation	12 Lectures	12 Lectures	Discussion by asking probing question related to implementation of PA	Quiz 2 Assignment 4	Students will be able to understand the performance management system	
	Total lectures		44 Lectures				

BOOKS	Name of book 1	Name of book 2
Recommended Text Books	Michael Armstrong, Handbook of performance Management, 4 <sup>th</sup> edition (2009), Kogan Page.	Soumendra Narain, Performance Management, 2 <sup>nd</sup> edition (2013), Cengage.
Suggested Readings	A.S. Kohli, Performance Management, 4 <sup>th</sup> edition (2008), Oxford University, Press	Herman Aguinis, Performance Management, 2 <sup>nd</sup> edition (2008), Pearson.