

ST. JOSEPH'S FIRST GRADE COLLEGE, HASSAN.
(Affiliated to the University of Mysore)
LESSON PLAN 2018 – 2019 (even semester)
IV SEM BBA

MARKETING MANAGEMENT – III

Prepared by :
Veronica P

Objectives of the subject: to familiarise the student with financial Management and its analysis.

MODULE WISE LESSON PLAN

UNIT/HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATI ON	PROCEDURE	LEARNING OUTCOME	ASSESSMENT
MODULE 1: Advertising: 5 Hr	meaning –	Lecture Discussion	Importance-objectives- classification-effects-publicity	Discussion
	1 st CIA			
MODULE 2: Advertising campaign planning 20 Hr	meaning –	Lecture Discussion	Advertising copy design-layout – components-essentials- advertising agency.	Discussion
	2 ND CIA			
MODULE 3: Advertising media 10 Hr	meaning –	Lecture Discussion	Types, merits and demerits – media planning and selection- advertising budget.	Discussion
	3 ND CIA			
MODULE 4: Sales management 20 Hr	meaning –	Lecture Discussion	Nature and importance- qualities of good salesman.	Discussion
	4 TH CIA			
MODULE 5: Customer relationship management 15 Hr	meaning –	Lecture Discussion	Customer value and satisfaction – customer loyalty- online marketing – ethical issues in direct marketing.	Discussion
	5 TH CIA			

Hour wise lesson plan

Subject: MARKETING MANAGEMENT – III

Lecture hours: 70 Hrs

Sl. No.	Unit and objectives	No of LH	Methodology/ instructional Technique	Evaluation
Module 1.	Advertising:	5		Problems and solution. Tests.
1.	meaning – Importance-objectives-	2	Lecture and Illustrations	
2.	classification-effects-publicity	3	Lecture and Illustrations	
Module 2.	Advertising campaign planning	20		Problems and solution. Test.
1.	meaning – Advertising copy design-layout –components	15	Lecture and Illustrations	
2.	essentials-advertising agency	5	Lecture and Illustrations	
Module 3.	Advertising media	20		Problems and solution. Test.
1.	meaning – Types, merits and demerits –	10	Lecture and Illustrations	
2.	Media planning selection-advertising budget.	10	Lecture and Illustrations	
Module 4.	Sales management	10		Problems and solution. Test.
1.	meaning –	1	Lecture and Illustrations	
2.	Nature and importance-qualities of good salesman.	10	Lecture and Illustrations	
3.			Lecture and Illustrations	
Module 5.	Customer relationship management	15		Problems and solution. Test.
1.	Meaning – Customer value and satisfaction – customer loyalty-online marketing – ethical issues in direct marketing.	15	Lecture and Illustrations	

Reference Books:

1. Marketing services – Deepak bhandari and amit misra
2. Services marketing – Valanic A Zeithaml and Ajay pandit
3. Services marketing – Dr. Srinivasan

