

# **Teaching Plan**

ASM's  
**College of Commerce Science and Information  
Technology**

Pimpri, Pune – 411 018

**Teacher's Course Plan**

Name of Subject Teacher: Asst.Prof.Priyanka Gaikwad      No. of Lectures Allotted per Week: 4(1 Hr Lecture)

**Basic Course Information**

Programme: BBA

Semester: I

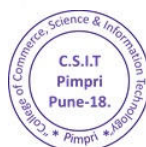
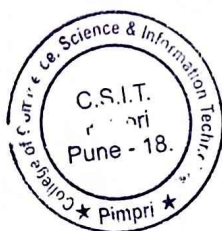
Title of the Course:


Principles of Marketing

Course Code: 202

A: Course Outcomes: On successful completion of the course the learner will be able to:

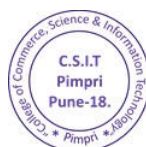
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO- 1	REMEMBERING	Define and explain core marketing concepts
CO- 2	UNDERSTANDING	To apply marketing concepts in various marketing scenario
CO- 3	APPLYING	Apply market segmentation techniques to identify target markets for specific products
CO- 4	ANALYZING	Students should be capable of analyzing marketing strategies, making informed marketing decisions, and designing comprehensive marketing plans
CO- 5	EVALUATING	To Assess the ethical and social responsibility aspects of marketing decisions
CO- 6	CREATING	Generate innovative marketing strategies for addressing specific challenges or opportunities within a given market.



  
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**B: Outline of topics to be covered**

Lecture No.	Unit	Topics to be covered	Teaching Pedagogy	Planned Date	Actual Date	Coordinator's sign
1	1	Concepts and functions of marketing	Board & Marker	1 <sup>st</sup> Jan 23 to 31 <sup>st</sup> Jan 2023	10/2/23	Kudam 22/2/23
2		objectives			15/2/23	
3		importance			16/2/23	
4		functions of marketing			17/2/23	
5		Various Approaches of marketing			22/2/23	
6		Challenges and opportunity of marketing manager in international market			23/2/23	Kudam 25/2/23
7		Challenges and opportunity of marketing manager in international market			24/2/23	
8		Marketing Environment and marketing segmentation			25/2/23	
9	2	Internal and external factors influencing marketing environment		1 <sup>st</sup> Feb to 18 <sup>th</sup> Feb 2023	16/3/23	Kudam 20/3/23
10		Political ,social economical international			17/3/23	
11		Political ,social economical international			17/3/23	
		technological multi-cultural environment			20/3/23	



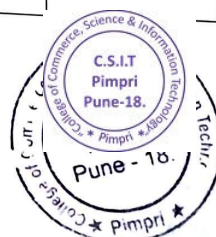
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12		Segmentation: concepts	
13		Importance	
14		its types of segmentation	
15		Constituents of marketing mix	
16		scope and importance M.M	
17		Product mix concept of a product	
18		product characteristics Intrinsic and extrinsic	
19		PLC	
20		Price mix - meaning	
21		element , importance of price mix	
22		Importance of price mix	
23			
24	3	Factors influencing pricing ,pricing methods	
25		Place mix	
26		Promotion mix	
27		Place mix meaning concepts of channel of distribution or intermediaries	
28		Promotion mix meaning, definitions , importance	
29		limitations of advertisement	

19<sup>th</sup>  
Feb to  
30th Feb  
2023

19<sup>th</sup>  
Feb to  
30th Feb  
2023

24/3/23	
24/3/23	
29/3/23	
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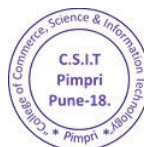


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30		People mix meaning & concepts			19/5/23	
31		Elements, importance			19/5/23	
32		Process mix -stages, meaning & importance			22/5/23	
33		Physical evidence-meaning, importance			22/5/23	
34		components.		1 <sup>st</sup> March to 15 <sup>th</sup> March 23	23/5/23	
35		Classifications and types of markets			24/5/23	
36		Services marketing			24/5/23	
37		Main features importance			25/5/23	
38	4	growth functions			25/5/23	
39		Rural marketing features			26/5/23	
40		contribution to Indian economy			26/5/23	
41		problems and measures to improve			27/5/23	
42		Recent trends in Marketing		15 <sup>th</sup> March to 30 <sup>th</sup> March 23	27/5/23	
43		Green Marketing concepts			29/5/23	
44		Digital Marketing,			29/5/23	
45		Virtual Marketing,			30/5/23	
46		Hybrid Marketing			30/5/23	
47		Revision			31/5/23	
48		Revision			31/5/23	

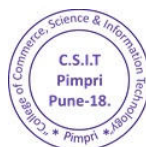
**Note:** RB: Reference Book; WL: Web Link; CS: Case Study



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33		Physical evidence-meaning, importance			22/5/23	
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35		Classifications and types of markets			24/5/23	
36		Services marketing			24/5/23	Kadlam 26/5/23
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**C: Concurrent Evaluation Plan.**

Sr. No.	Concurrent Evaluation Component	Date	Time	Course Outcome (linkages of CCE with the Course Outcomes and the targeted attainment levels for each CO)					
				CO-104.1	CO-104.2	CO-104.3	CO-104.4	CO-104.5	CO-104.6
1	Assignment 1			0	0	10	15	0	0
2	Online Exam			10	15	0	0	0	0
3	Presentation			0	0	0	0	10	15

**D: Method of Internal Evaluation: 75 Marks are mapped to 50 Marks.**

Types of CCE	Max. Marks
Assignment 1	25
Online Exam	25
Presentation	25

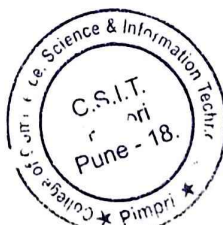
*P.V. Gaikwad*

**Subject Teacher**

*Harsham*

**Course Coordinator**

**Director**



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