

# **MARKETING**

**NIZAM COLLEGE : DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester I)

**Class :**B.A (PSM,PEM)1<sup>st</sup> Year

**Section:** Marketing

**Course/Paper:** I - (PSM,PEM)

**Unit: I - Marketing Communication**

**No. of Hours Allotted :** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Basic concepts of marketing (production concepts, product concept, societal concept, marketing concept, market concept), Origin of marketing.	2
Marketing Vs Market, Marketing Mix(4pc's product, price, promotion, physical distribution.) , marketing Strategy	2
Marketing environment in brief ( Internal environment- Company, suppliers, marketing intermediates)	1
Internal environment – middlemen, agent middlemen, merchant middlemen, financial intermediates, customers, competitors, public, internal public.	2
External environment- Economic environment, unemployment, agricultural, per capita income, pattern of savings and expenditure, price level change, impact of govt policies.	1
External environment - Industrial conditions, supply conditions, demography conditions, social and cultural environment, consumerism.	2
political environment, natural environment, legal environment.	1
Marketing strategy, its applications and usages in brief .	1
Functions of marketing , scope of marketing.	2
Characteristics of marketing.	1
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

Signature:

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**NIZAM COLLEGE : DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester I)

**Class :**B.A (PSM,PEM)1<sup>st</sup> Year

**Section:** Marketing

**Course/Paper:** I - (PSM,PEM)

**Unit: II - Communication**

**No. of Hours Allotted :** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
General communication – nature of communication	2
Objectives of communication – communication process ( sender , encoding, message, decoding , receive , feedback)	3
Importance of communication ( for all the fields)	4
Barriers of communication ( semantic barriers, physical barriers, psychological barriers)	2
Steps in developing effective marketing communication	2
Inter-personnel communication Vs Intra personnel communication.	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

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**NIZAM COLLEGE : DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester I)

**Class :**B.A (PSM,PEM)1<sup>st</sup> Year

**Section:** Marketing

**Course/Paper:** I - (PSM,PEM)  
Communication

**Unit: III** - Overview of Marketing  
**No. of Hours Allotted :** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Overview of Marketing communication: Marketing communication	2
Why we need marketing communication	3
Role and importance of marketing communication	4
Elements in marketing communication	2
Process of marketing communication	2
Limitations of marketing communication	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

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**Class :**B.A (PSM,PEM)1<sup>st</sup> Year

**Section:** Marketing

**Course/Paper:** I - (PSM,PEM)  
**No. of Hours Allotted :** 15

**Unit: IV** - Types of Communication

<b>Topics to be covered</b>	<b>No. of Hours</b>
Types of communication- Vertical communication (Downward, upward)	2
Horizontal communication	3
Grapevine communication	2
Consensus communication	2
Limitations	2
Inter personal communication	2
Formal and informal communication.	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester I)**

**Class: B.A (PSM,PEM)1<sup>st</sup> Year**

**Section: Marketing**

**Course/Paper: I - (PSM,PEM)**

**Unit: V - Media for marketing communication**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Overview of media ,Introduction to media	2
Media analysis	3
Integrated communication in marketing	4
Rural Marketing Vs. Urban Marketing	2
Contemporary Issues in marketing.	4
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester II)**

**Class: B.A (PSM, PEM) 1st Year**

**Section: Marketing**

**Course/Paper: II - (PSM, PEM)**

**No. of Hours Allotted:15**

**Unit: I – Advertising**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Advertizing , Marketing Characteristics	2
Origin and Growth of advertising	3
Objectives of advertising	4
Importance of advertising in Modern marketing	2
Advertising Vs. Marketing	2
Advertising Vs. Communication.	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester II)**

**Class: B.A (PSM, PEM) 1st Year**

**Section: Marketing**

**Course/Paper: II - (PSM, PEM)**

**Unit: II – No. of Hours Allotted: 15**

**Unit: II- Types of advertising**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Types of advertising	2
Commercial, Non-Commercial, , Institution	3
National & Local, comparative , Co-operative,	4
Classified and Display, Persuasive	2
Consumer & Industrial advertising	2
Primary & Selective demand advertising.	2
<b>TOTAL</b>	<b>15hrs</b>

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester II)**

**Class: B.A (PSM, PEM) 1st Year**

**Section: Marketing**

**Course/Paper: II - (PSM, PEM)**  
Marketing

**Unit: III – Role of advertising in the Global**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Role of advertising in the Global Marketing	5
Scope of Advertising	5
Functions of Advertising.	3
Advertising vs. Marketing	2
<b>TOTAL</b>	<b>15hrs</b>

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester II)

**Class: B.A (PSM, PEM)1<sup>st</sup> Year**

**Section: Marketing**

**Course/Paper: II - (PSM, PEM)**

**Unit: IV – Advertising plan**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Introduction to Advertising Strategy	3
Campaign, Campaign Planning , Basis of Campaign planning.	3
Phase of campaign planning,	3
Advertising Agency Features, Function , Structure.	3
Function, Structure of ad agency.	3
<b>TOTAL</b>	<b>15hrs</b>

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester II)**

**Class: B.A (PSM, PEM)1<sup>st</sup> Year**

**Section: Marketing**

**Course/Paper: II - (PSM, PEM)**

**Unit: V – Advertising Budget**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Introduction to advertising budget , Steps involved in preparing budget	4
Methods involved in framing.	3
Factors effecting the advertising expenditure in company	3
Features of Advertising budget	3
Functions of advertising budget	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester III)

**Class: B.A (PSM, PEM) 2<sup>nd</sup> Year**

**Section: Marketing**

**Course/Paper: III - (PSM, PEM)**

**Unit: I - Ad agency**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Ad agency to Introduction	3
History of Ad agency	3
Functions of ad agency	2
Features of ad agency	2
Role and Importance in advertising	2
Structure of ad agency	2
Selection of an ad agency	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

Head, Department of Marketing

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester III)**

**Class: B.A (PSM, PEM) 2<sup>nd</sup> Year**

**Section: Marketing**

**Course/Paper: III - (PSM, PEM)**

**Unit: II – Advertising Media**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Advertising Media: Meaning – Classification of ad-media	2
Indoor media (Newspaper, Magazines, Radio, TV. Cinema, Video)	3
Outdoor media (Poster, Displays, Electronic Signboards, Travelling Displays, Sandwich men etc.)	3
Display media (Postcard, Envelop enclosure, booklet, Catalogues- Sales letter, Window Display, Country Display (interior Decoration), Show Room – Exhibitions, Show Cases, Trade Fairs)	3
Direct media	2
Factors to be kept in mind while selecting advertising media	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester III)

**Class: B.A (PSM, PEM) 2<sup>nd</sup> Year**

**Section: Marketing**

**Course/Paper: III - (PSM, PEM)**

**Unit: III – Media Planning**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Media Planning: Introduction	3
Importance of media planning	4
Steps involved in media planning	4
Factors influencing Media planning	4
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester III)

**Class:** B.A (PSM, PEM) 2<sup>nd</sup> Year

**Section:** Marketing

**Course/Paper:** III - (PSM, PEM)

**Unit: IV –** Media Scheduling

**No. of Hours Allotted:** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Media Scheduling: Introduction	5
Importance of Media Scheduling	5
Methods of media scheduling	5
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester III)

**Class: B.A (PSM, PEM) 2<sup>nd</sup> Year**

**Section: Marketing**

**Course/Paper: III - (PSM, PEM)**  
Effectiveness

**Unit: V – Evaluation of Advertising**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Evaluation of Advertising Effectiveness: Introduction	3
Importance	4
Methods of measuring Advertising Effectiveness	4
Pre - testing and Post – testing	4
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester IV)

**Class:** B.A (PSM, PEM) 2<sup>nd</sup> Year

**Section:** Marketing

**Course/Paper:** IV - (PSM, PEM)

**Unit: 1 –** Personal selling

**No. of Hours Allotted:** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Personal selling: Introduction	3
Nature and Importance of Personal Selling	3
Objectives of Personal selling	3
Advantages of personal selling	3
Limitation of Personal selling	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester IV)**

**Class: B.A (PSM, PEM) 2<sup>nd</sup> Year**

**Section: Marketing**

**Course/Paper: IV - (PSM, PEM)**  
Motives

**Unit: II - Psychology in selling and Buying**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Psychology in selling and Buying Motives: Introduction to Psychology Selling	5
Stages in Psychology process of Buying Motives and Selling points	5
Buying Motives and Group Influence	5
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

Head, Department of Marketing

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester IV)

**Class: B.A (PSM, PEM) 2<sup>nd</sup> Year**

**Section: Marketing**

**Course/Paper: IV - (PSM, PEM)**

**Unit: III – Process of Effective Selling**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Process of Effective Selling: Introduction	1
Stages involved in Selling process	2
Prospecting	1
Pre-approach	1
Approach	1
Presentation Demonstration	1
Handling	1
Objectives	3
Closing of sales	2
Post Sales activities	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester IV)**

**Class: B.A (PSM, PEM) 2<sup>nd</sup> Year**

**Section: Marketing**

**Course/Paper: IV - (PSM, PEM)**

**Unit: IV – Salesmanship**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Salesmanship: Introduction to Salesmanship	3
Origin and Evolution of Salesmanship	3
Essential features of Good Salesmanship	3
Nature of Salesmanship	3
Scope of Salesmanship	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

Head, Department of Marketing

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)

**Class:** B.A (PSM, PEM) 3<sup>rd</sup> Year

**Section:** Marketing

**Course/Paper:** V - (PSM, PEM)

**Unit:** I – Sales force management

**No. of Hours Allotted:** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Sales force: Meaning	3
Need of Sales force	3
Objectives of Sales force	3
Functions of Sales force	3
Importance of Sales force skills possessed by sales force	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

Signature:

Signature:

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)

**Class:** B.A (PSM, PEM) 3<sup>rd</sup> Year

**Section:** Marketing

**Course/Paper:** V - (PSM, PEM)  
selling field

**Unit:** II – Personnel Management in the

**No. of Hours Allotted:** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Personnel Management in the selling field	3
Activities of Sales force Management	4
Sales Execution	4
Sales force management	4
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

Signature:

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)

**Class:** B.A (PSM, PEM) 3<sup>rd</sup> Year

**Section:** Marketing

**Course/Paper:** V - (PSM, PEM)

**Unit: III –** Recruitment and Selection of sales personnel.

**No. of Hours Allotted:** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Recruitment and Selection of sales personnel: Recruitment sources	2
Recruitment Process	3
Recruitment Techniques	2
Selection sources	2
Selection Process	3
Selection Techniques	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: V - (PSM, PEM)**

**Unit: IV- Sales force Training**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Sales force Training	2
Aims of training	3
Identification of training needs	3
Contents of the training programme	2
Training methods	2
Executive and evaluation of sales training programmes	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)

**Class:** B.A (PSM, PEM) 3<sup>rd</sup> Year

**Section:** Marketing

**Course/Paper:** V - (PSM, PEM)

**Unit: V-** Motivation and Moral of sales force

**No. of Hours Allotted:** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Motivation and Moral of sales force	5
Compensation of sales force	5
Performance Appraisal of sales force	5
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester IV)

**Class: B.A (PSM, PEM) 2<sup>nd</sup> Year**

**Section: Marketing**

**Course/Paper: IV - (PSM, PEM)**

**Unit: V - Sales Organization**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Sales Organization: Introduction to Sales Organization	2
Structure of Sales Organization	2
Objectives of Sales Organization	3
Functions of Sales Organization	3
Importance of Sales Organization	2
Types of Sales Organization	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: A. Swathi

Head, Department of Marketing

Signature:

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LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)

**Class:** B.A (PSM, PEM) 3<sup>rd</sup> Year

**Section:** Marketing

**Course/Paper:** VI (a) - (PSM, PEM)

**Unit: I-** Elements of Entrepreneurship

**No. of Hours Allotted:** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Entrepreneurship – Meaning	1
Need of entrepreneurship	2
Characteristics of entrepreneurship	2
Evolution and Development of entrepreneurship	3
Factors influencing entrepreneurial growth	2
Entrepreneur	1
Classification and Types of Entrepreneurs	2
Qualities of entrepreneurs : Creativity, innovation and Entrepreneurship	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

Signature:

Signature:

**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (a) - (PSM, PEM)**

**Unit: II- Market Survey**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Market Survey	2
Objectives of market survey	3
Techniques of market survey	3
PERT	2
CPM (Applications – Advantages- Limitations)	3
PERT Vs CPM	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)**

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (a) - (PSM, PEM)**  
Opportunities

**Unit: III- Identification of**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Identification of Opportunities	3
Project Identification	3
Criteria for selecting a particular project	3
Converting Business opportunities into reality	3
SWOT Analysis	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)**

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (a) - (PSM, PEM)**

**Unit: IV- Location problems**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Location problems	3
Factors influencing location of projects	3
Environmental problems	3
Measures and actions	3
Technology utilization and Quality control	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)**

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (a) - (PSM, PEM)  
Industry**

**Unit: V– Setting up of Small Scale**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Setting up of Small Scale Industry	3
Steps involved in setting up Small Scale Industry	4
Preparation of feasibility report	4
Guidelines for feasibility report	4
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)**

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (b) - (PSM, PEM)**

**Unit: I- Concept of services marketing**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Concept of services marketing	1
Nature of services marketing	2
Scope of services marketing	2
Characteristics of services marketing	1
Importance of services marketing	2
Goods Vs Services	1
Emergence and Reasons for growth of service sector in India	2
Classifications of services marketing	2
Environment of services marketing	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: L.V.Saritha

Head, Department of Marketing

Signature:

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)**

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (b) - (PSM, PEM)**

**Unit: II- Marketing Mix of Services**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Marketing Mix of Services: 8 P's of marketing mix-Product, Price, Promotion	2
Marketing Mix of Services: Place, Physical evidence, People	2
Marketing Mix of Services: Processes, Planning and creating of services	2
Identifying and classifying supplementary services	3
Product life cycle of services	2
Branding of services	2
New Service development	2
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: L.V.Saritha

Head, Department of Marketing

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)**

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (b) - (PSM, PEM)**

**Unit: III- Pricing of Services**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Pricing of Services	1
Objectives	1
Approaches	1
Methods	1
Problems in pricing. Promotion and Personal Selling in service industry, designing the communication mix for services	3
Objectives of communication	2
Challenges and Opportunities	2
Distribution channels for services	1
Options for service delivery	1
Modes of delivery	1
The role of intermediaries	1
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: L.V.Saritha

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**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (b) - (PSM, PEM)**

**Unit: IV–Importance of people in  
Service marketing**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Importance of people in service marketing	2
Role of various people involved	2
Physical Evidence	2
Concept of Physical Evidence	2
Importance	2
Types of Physical Evidence in various services	2
Process concept	1
Types of process	1
Role of process in various services	1
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: L.V.Saritha

Head, Department of Marketing

Signature:

Signature:

**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

**LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester V)**

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VI (b) - (PSM, PEM)**  
services

**Unit: V- Challenges in marketing of**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Challenges in marketing of services	3
Application of Service Marketing to Hospitals	3
Application of Service Marketing to Educational Institutions	3
Application of Service Marketing to Tourism	3
Application of Service Marketing to Banking and Hospitality Industries	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: L.V.Saritha

Head, Department of Marketing

Signature:

Signature:

**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester VI)

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VII - (PSM, PEM)**

**Unit: I- Sales promotion**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Meaning of sales promotion	3
Nature and growing Importance of sales promotion	3
Methods of sales promotion: Consumer oriented sales promotion	3
Manufacturing oriented sales promotion	3
Trade oriented sales promotion	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

Signature:

Signature:

**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester VI)

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VII - (PSM, PEM)**

**Unit: II- Tools of Sales promotion**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Major tools of sales promotion – Samples , Point of purchases , Display , Demonstrations	3
Yellow Pages , Exhibitions , Fashion shows , Consumer contest	3
Coupons, Lotteries , Gifts , Premiums , free goods	3
Conventions , Conference , Trade Shows	3
Rebate Patronage , Rewards , Sales promotion on internet	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

Signature:

Signature:

**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester VI)

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VII - (PSM, PEM)**  
program

**Unit: III-** Developing sales promotion

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Developing sales promotion program	3
Pretesting	3
Post testing	3
Implementing and evaluating the sales promotion programs	3
Making necessary modifications for effective sales promotion program	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

Signature:

Signature:

**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester VI)

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VII - (PSM, PEM)**

**Unit: IV- Public Relations**

**No. of Hours Allotted: 15**

<b>Topics to be covered</b>	<b>No. of Hours</b>
Meaning of Public Relations	4
Functions of Public Relations	4
Public Relations and Marketing	3
Evaluation of Public Relations	4
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

Signature:

Signature:

**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester VI)

**Class: B.A** (PSM, PEM) 3<sup>rd</sup> Year

**Section:** Marketing

**Course/Paper:** VII - (PSM, PEM)

**Unit: V-** Corporate Image Building

**No. of Hours Allotted:** 15

<b>Topics to be covered</b>	<b>No. of Hours</b>
Corporate Image Building	2
Media Relations	3
Internal communications	2
Newsletters	1
Events marketing and sponsorship	2
Sports promotion	2
Crisis communication	3
<b>TOTAL</b>	<b>15hrs</b>

Name of the Teacher: B. Neeraja

Head, Department of Marketing

Signature:

Signature:

**NIZAM COLLEGE: DEPARTMENT OF MARKETING**

LESSON PLAN FOR THE ACADEMIC YEAR 2015-2018 (Semester VI)

**Class: B.A (PSM, PEM) 3<sup>rd</sup> Year**

**Section: Marketing**

**Course/Paper: VIII - (PSM, PEM)**

Marks: Project work-70

**PROJECT**

Viva-voice-30 marks.

**OBJECTIVES:**

1. To impart skills among the students to write a report of their choice in a given area/field.
2. To enable the students to develop necessary insights into the practical field by making use of functional knowledge of different area attained in the previous years.

**Internship:**

During the summer vacation, at the end of the second year, students have to undergo an internship for one month with companies and other Business organizations (including Chartered Accounting Firms)

The student should submit a brief report not exceeding 10 pages on learning's of internship and a certificate from the organization, along with the project work.

**Project Work Guidelines:**

The students have to submit a project report on a selected topic of their choice , Selecting from the broad areas of their curriculum, guided by a Faculty member.

The students are expected to prepare a project report on a selected topic that should comprise of 50 to 80 pages. The project report is to be valued by the External Examiners suggested by the Board of Studies in Commerce. The project report is to be submitted at the college by 31<sup>st</sup> December of the year.

Name of the Teachers: A. Lakshmi  
A. Swathi  
B. Neeraja  
L.V. Saritha

Head, Department of Marketing  
Signature: