

MARKETING

NIZAM COLLEGE : DEPARTMENT OF MARKETING

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

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

Section: Marketing

Course/Paper: I - (PSM,PEM)

Unit: I - Marketing Communication

No. of Hours Allotted : 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

Signature:

Signature:

NIZAM COLLEGE : DEPARTMENT OF MARKETING

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

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

Section: Marketing

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

Unit: II - Communication

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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)1st Year

Section: Marketing

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

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

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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)1st Year

Section: Marketing

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

Unit: IV - Types of Communication

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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)1st Year

Section: Marketing

Course/Paper: I - (PSM,PEM)

Unit: V - Media for marketing communication

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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 II)

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

Section: Marketing

Course/Paper: II - (PSM, PEM)

No. of Hours Allotted:15

Unit: I - Advertising

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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 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

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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)
Marketing

Unit: III - Role of advertising in the Global

No. of Hours Allotted: 15

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

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: IV - Advertising plan

Topics to be covered	No. of Hours
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
TOTAL	15hrs

Name of the Teacher: A. Lakshmi

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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: V - Advertising Budget

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 2nd Year

Section: Marketing

Course/Paper: III - (PSM, PEM)

Unit: I - Ad agency

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 2nd Year

Section: Marketing

Course/Paper: III - (PSM, PEM)

Unit: II - Advertising Media

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 2nd Year

Section: Marketing

Course/Paper: III - (PSM, PEM)

Unit: III - Media Planning

No. of Hours Allotted: 15

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

Name of the Teacher: A. Swathi

Head, Department of Marketing

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

Class: B.A (PSM, PEM) 2nd Year

Section: Marketing

Course/Paper: III - (PSM, PEM)

Unit: IV - Media Scheduling

No. of Hours Allotted: 15

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

Name of the Teacher: A. Swathi

Head, Department of Marketing

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

Class: B.A (PSM, PEM) 2nd Year

Section: Marketing

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

Unit: V - Evaluation of Advertising

No. of Hours Allotted: 15

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

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) 2nd Year

Section: Marketing

Course/Paper: IV - (PSM, PEM)

Unit: I - Personal selling

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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 IV)

Class: B.A (PSM, PEM) 2nd Year

Section: Marketing

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

Unit: II - Psychology in selling and Buying

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 2nd Year

Section: Marketing

Course/Paper: IV - (PSM, PEM)

Unit: III - Process of Effective Selling

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 2nd Year

Section: Marketing

Course/Paper: IV - (PSM, PEM)

Unit: IV - Salesmanship

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

Course/Paper: V - (PSM, PEM)

Unit: I - Sales force management

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

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

Unit: II - Personnel Management in the

No. of Hours Allotted: 15

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

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) 3rd Year

Section: Marketing

Course/Paper: V - (PSM, PEM)

Unit: III - Recruitment and Selection of sales personnel.

No. of Hours Allotted: 15

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

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) 3rd Year

Section: Marketing

Course/Paper: V - (PSM, PEM)

Unit: IV- Sales force Training

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

Course/Paper: V - (PSM, PEM)

Unit: V- Motivation and Moral of sales force

No. of Hours Allotted: 15

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

Name of the Teacher: A. Lakshmi

Head, Department of Marketing

Signature:

Signature:

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

Class: B.A (PSM, PEM) 2nd Year

Section: Marketing

Course/Paper: IV - (PSM, PEM)

Unit: V - Sales Organization

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

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

Unit: I- Elements of Entrepreneurship

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

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

Unit: II- Market Survey

No. of Hours Allotted: 15

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

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) 3rd Year

Section: Marketing

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

Unit: III- Identification of

No. of Hours Allotted: 15

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

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) 3rd Year

Section: Marketing

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

Unit: IV- Location problems

No. of Hours Allotted: 15

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

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) 3rd Year

Section: Marketing

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

Unit: V- Setting up of Small Scale

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

Name of the Teacher: B. Neeraja

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) 3rd Year

Section: Marketing

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

Unit: I- Concept of services marketing

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

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

Unit: II- Marketing Mix of Services

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

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

Unit: III- Pricing of Services

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

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

Unit: IV-Importance of people in Service marketing

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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) 3rd Year

Section: Marketing

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

Unit: V- Challenges in marketing of

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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 VI)

Class: B.A (PSM, PEM) 3rd Year

Section: Marketing

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

Unit: I- Sales promotion

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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 VI)

Class: B.A (PSM, PEM) 3rd Year

Section: Marketing

Course/Paper: VII - (PSM, PEM)

Unit: II- Tools of Sales promotion

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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 VI)

Class: B.A (PSM, PEM) 3rd Year

Section: Marketing

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

Unit: III- Developing sales promotion

No. of Hours Allotted: 15

Topics to be covered	No. of Hours
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
TOTAL	15hrs

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 VI)

Class: B.A (PSM, PEM) 3rd Year

Section: Marketing

Course/Paper: VII - (PSM, PEM)

Unit: IV- Public Relations

No. of Hours Allotted: 15

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

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 VI)

Class: B.A (PSM, PEM) 3rd Year

Section: Marketing

Course/Paper: VII - (PSM, PEM)

Unit: V- Corporate Image Building

No. of Hours Allotted: 15

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

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 VI)

Class: B.A (PSM, PEM) 3rd 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 31st December of the year.

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

Head, Department of Marketing
Signature: