**SARASWATI MAHILA MAHAVIDHYALAYA,PALWAL**

**LESSON-PLAN**

**Class: BBA 2nd YEAR Semester: 3rd**

**Subject: Marketing Management Session: 2020-21**

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| **Lecture Number** | **Topic** |
| **1-19** | UNIT 1-Introduction to Marketing |
|  | Features and objectives of Marketing |
|  | Functions of Marketing |
|  | Marketing Mix |
|  | Product and Price |
|  | Place and Promotion |
|  | Marketing Environment |
|  | Marketing Process |
|  | Difference between Marketing and Selling |
|  | Core concepts of Marketing |
| **1-18** | UNIT 2-Determinants of Consumer Behaviour |
|  | Consumer’s Purchase Decision Process |
|  | Introduction to Market Segmentation |
|  | Types of Market Segmentation |
|  | Target Marketing |
|  | Differentiation and Positioning |
|  | Marketing Research |

**Signature: Dolly**