



Anekant Education Society's
ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)
MBA I (Semester- I) [Batch of 2022-2024]
Teaching Plan [A.Y. 2022-2023]

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Course Title	Basics of Marketing	Course Code	105
Name of Faculty	S.S.Khatri	Type of Course	Compulsory Generic Core Course
Credits	3 Credits	LTP	LTP: 2:1:1
Methodology of Teaching	Case Based, Real Life Examples with Power Point Presentations	Session Allotment	45
CCE	50 Marks	ESE	50 Marks

Teaching Pedagogy

Each unit of the course is visualized as a combination of 3 components viz. Lecture (L) + Tutorials (T) + Practice (Practical / Project Work) i.e. LTP Pattern.

Evaluation Method: CCE

To assess the learner level, a test shall be conducted.

Individual and group assessment is planned.

Class Presentations as a part of experiential learning is planned.

Student Evaluation shall be done as per SPPU.

Internal Examinations shall be evaluated as per the evaluation guidelines of University.

Sr. No.	Particulars	Weightage	Purpose
CCE 01	Assignments	25	To review understanding level after each course unit.
CCE 02	Class Presentations	25	To improve the ability of communication.
CCE 03	Online MCQs Exam	25	To know overall knowledge of subject.

Comprehensive Concurrent Evaluation Plan (CCE Plan)						
		CCE1- Assignments	CCE2- Presentations	CCE3-Online MCQs Exam	Total	Conversion to 50 Marks
	Marks	25	25	25	75	50
	CO's					
Remembering	CO105.01	5	5	15	25	17
Understanding	CO105.02	5	5	10	20	13
Analysing	CO105.03	5	5		10	7
Evaluating	CO105.04	5	5		10	7
Creating	CO105.05	5			5	3
Applying	CO105.06		5		5	3



POs	Program Outcomes
PO1	Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem-solving tools and techniques.
PO3	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research-based knowledge and research methods to arrive at data driven decisions
PO4	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	Leadership and Teamwork - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
PO6	Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross-Cultural aspects of business and management.
PO7	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
PO8	Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
PO9	Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
PO10	Lifelong Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

Specializations	PSO No.	PSO's
Finance	1	Graduates of the MBA program with Finance specialization will successfully integrate financial aspects of management theories, models and frameworks with the real world practices, business and its policies.
	2	Graduates of the MBA program with Finance specialization will lead to resolve issues in management decisions in a dynamic and complex world.
	3	Graduates of the MBA program with Finance specialization will be able to do security analysis and portfolio management
Human Resource Management	4	Domain Knowledge: Analyze the role of human resources in supporting organizational strategy.
	5	Problem Solving & Innovation: Evaluate human resource programs in key functional areas.
	6	Leadership and Team Work: Create systems for talent management in partnership with organizational leaders.
Marketing	7	Understand the role of research in making marketing decisions
	8	Design marketing mix to achieve organizational marketing goals.
	9	Analyze and strategize marketing activities in the context of rural markets in India.
Operations and Supply Chain Management	10	Perform various managerial aspects of Operations and Supply Chain Management and enhance the skill sets in acquiring operation and supply chain processes.
	11	Apply the effective operation formulation of best services in business supply chain management
	12	Identify the various areas of scope for improvement to effective and quality manufacturing process implementation.
International Business Management	13	Ability to analyze existing theories, methods and interpretations within the International Business and work independently on practical and professional problem solving.
		Ability to identify international business opportunities and conduct procedures involved in international business transactions.
		Ability to critically analyze the risk and opportunities presented for international and develop financial models and strategic proposals to communicate this information for

		decision-making.
Pharma & Healthcare Management (PHM)	16	Perform research on various managerial aspects of Pharma & Healthcare Industry and implement the knowledge in formulating the best suitable strategies to provide high quality healthcare services to the society.
	17	Formulate patient centric effective healthcare services to curb the service-quality issues by integrating existing pharmaceutical knowledge and innovative healthcare services for improving their health and well-being.
	18	Identify emerging avenues for IPRs, Entrepreneurship and Job opportunities in Pharma & Healthcare Industry.
RABM	19	Domain Knowledge: Ability to the explain the key terms of Agriculture
	20	Problem Solving & Innovation: Ability to examine the inter-relationships between various facets of Agriculture
	21	Critical Thinking: Ability to develop critical thinking on changing trends of Agriculture
Tourism & Hospitality	22	Student shall able to do Scratch to Finish planning and monitoring
	23	Students shall Effectively attain jotted plan on time.
	24	Student shall Learn-it-on-prior-day exercise.

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO105.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
CO105.3	APPLYING	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO105.4	ANALYSING	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
CO105.5	EVALUATING	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO105.6	CREATING	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

Teaching Plan

Months in Semester	Course Unit No. (As Per Syllabus)	L: T:P	CO	Topic Title	No. of Sessions Allotted
November	1	L	1	Definition & Functions of Marketing-Scope of Marketing, Evolution of Marketing	1
		L	1	Core concepts of marketing-Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty	1
		L	1	Concepts of Markets, Marketing V/S Market	1

				Competition, Key customer markets, marketplaces, market spaces, Meta-markets, Digital Markets, Brick & Click Model.	
		L	2	Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities.	1
		L	1	Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization.	1
		L	2	Company orientation towards marketplace: Product – Production – Sales – Marketing – Societal – Relational, Holistic Marketing Orientation. Selling versus marketing. Concept of Marketing Myopia.	1
		L	2	Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value	1
November	2	T	1	Test for Learner Level Assessment	1
		L	2	Concept of Environment, Macro Environment & Microenvironment	1
		L	1	Components and characteristics, Needs & Trends	2
		L	2	Major forces impacting the Macro Environment & Microenvironment,	1
		L	3	Need for analyzing the Marketing Environment.	1
		L	3	Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics.	1
		P	3	CASE STUDY DISCUSSION	1
		T	1	MCQ Online Test	1
December	3	L	2	Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services.	1
		L	5	Bases for segmentation for business markets & Levels of segmentation	1
		L	2	Criteria for effective segmentation	1
		L	4	Market Potential & Market Share.	1
		L	2	Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing	1
		L	2	Positioning - Concept of differentiation & positioning	1
		L	2	Value Proposition & Unique Selling Proposition.	1
December	4	L	2	Meaning & importance of consumer behavior, comparison between Organizational Buying behavior and consumer buying behavior	2
		L	2	Buying roles, Five steps consumer buyer	2



January	5			decision process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior.	
		L	3	Moment of Truth, Zero Moment of Truth, ZMOT & Moderating effects on consumer behavior	2
		P	2	Different Product Examples- To Study Process Of CB	2
		L	2	Origin & Concept of Marketing Mix	1
		L	2	7P's - Product, Price, Place, Promotion, People, Process, Physical evidence.	5
		L	2	Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC)	1
		L	2	Relevance of PLC, Types of PLC & Strategies across stages of the PLC.	1
		T	1	Written Assignments	2
		P	6	Presentations	4
Total Number of Sessions					45

CO-PO ARTICULATION MATRIX

Course Outcomes Lesson Distribution

Course Outcome	POs/PSOs	Cognitive Level (Remember/Understand Apply /Analyze /Evaluate / Create)	Class Sessions (L)	Tutorial Sessions (T)	Practice Sessions (P)	Total	Percentage
CO1	PO1	R	6	4	0	10	22
C02	PO4, PO5, PO7 & PO10	U	22	0	2	24	53
C03	PO2, PO7, PO9 & PO10; PSO8	Ap	4	0	1	5	11
C04	PO3 PO8; PSO9	An	1	0	0	1	2
CO5	PO3, PO4 & PO6	Ev	1	0	0	1	2
CO6	PO2 & PO7	Cr	0	0	4	4	9
Total Hours			34	4	7	45	100



	CO's	CO10101	CO10102	CO10103	CO10104	CO10105	CO10106
PO's	1	2					
	2			2			1
	3				1	1	
	4		2			1	
	5		2				
	6					1	
	7		2	2			1
	8				1		
	9			2			
	10		2	2			
PSO's	1						
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	7		2				2
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