

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : ECONOMICS
Name/s of the Faculty : Dr A. PUNITHA
Course Title : Marketing
Course Code : 23EC/ME/MT45
Shift : I

COURSE OUTCOMES (COs)

COs	Description					CL	
CO1	define key marketing concepts					K1	
CO2	comprehend the scope and significance of concepts and theories of marketing in modern business					K2	
CO3	identify and apply the key principles and tools of marketing to real life business					K3	
CO4	analyse the theories, issues and challenges of marketing in a growing global context					K4	
CO5	critically evaluate existing literature on marketing mix and ethics of marketing					K5	
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Nov 18 – 25, 2024 (Day Order 1-6)	1.1	Introduction Evolution of Marketing –Meaning Definition, Classification and Significance	K1 – K3	3	1-5	Lecture / Discussion	CA Test Group Assignment & Presentation - Case Studies
	1.2	Role of Marketing in Developed and Developing Countries.	K1 – K4	2			
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1.3	Micro and Macro Environment in Marketing	K1 – K5	5	1-5	Lecture / Discussion	CA Test Group Assignment
	1.4	Marketing Mix					
	1.5	Market Segmentation					
Dec 4-11, 2024 (Day Order 1 to 6)	2.1	Product Decision Individual Product Decisions-Attributes, Branding, Packaging and Labelling	K1 – K5	5	1-5	Lecture / Discussion Participatory Learning Methods	CA Test Group Assignment & Presentation - Case Studies
	2.2	Product Mix and Product Line					
Dec 12-19, 2024 (Day Order 1 to 6)	2.3	New Product Development	K1 – K5	5	1-5	Lecture / Discussion Participatory Learning Methods	CA Test Group Assignment & Presentation - Case Studies
	2.4	Product Life Cycle					
Dec 20, 2024 (Day Order 1)	3.1	Product Pricing-Definition	K 1	1	1-5	Lecture / Discussion	CA Test Group Assignment

							& Presentation - Case Studies
Jan 3 – 7, 2025 (Day Order 3 to 6)	3.1	Objectives and Types	K1 – K2	3	1-5	Lecture / Discussion Participatory Learning Methods	CA Test Group Assignment & Presentation - Case Studies
Jan 8 – 17, 2024 (Day Order 1 to 6)	3.2	New Product Pricing	K1 – K5	5	1-5	Lecture / Discussion Participatory Learning Methods	CA Test Group Assignment & Presentation - Case Studies
Jan 18 - 23, 2025	C.A. Test - I						
Jan 24 -31, 2025 (Day Order 1 to 6)	3.3	Pricing Strategy	K1 – K4	5	1-4	Lecture / Discussion	CA Test Group Assignment & Presentation - Case Studies
Feb 3-8, 2025 (Day Order 1 to 6)	4.1	Distribution Factors Affecting Choice of Channel	K1- K3	5	1-3	Lecture / Discussion	CA Test - Case Studies
Feb 10– 18, 2025 (Day Order 1 to 4)	4.2	Classification of Channel Member	K1- K3	3	1-3	Lecture / Discussion	CA Test

Feb 19- 26, 2025 (Day Order 1-6)	4.3	Functions of Retailers	K1 – K4	5	1-4	Lecture / Discussion	CA Test - Case Studies
	4.4	Elimination of Middlemen	K1-K3				
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	5.1	Promotion and Marketing Ethics Objectives of Marketing Communication	K1 – K4	5	1-4	Lecture / Discussion	CA Test - Case Studies
Mar 7 – 11, 2025 (Day Order 1 to 3)	5.2	Promotional Mix- Advertising, Sales Promotion,	K1 – K5	2	1-5	Lecture / Discussion Participatory Learning Methods	Presentation
Mar 12 –17, 2025	C.A. Test - II						
Mar 18 – 20, 2025 (Day 4 to 6)	5.2	Sales Force and Publicity	K1 – K5	3	1-5	Lecture / Discussion Participatory Learning Methods	Presentation
Mar 21 - 28, 2025 (Day Order 1 to 6)	5.3	Marketing Ethics	K1 – K4 K1 – K5	5	1-5	Lecture / Discussion Participatory Learning Methods	Case Studies
	5.4	Consumerism					
	5.5	Consumer Protection					
Mar 29- April 2, 2025 (Day Order 1 to 3)	REVISION						