

Lesson Plan: Marketing Management

 **Course Duration: 8 Weeks**

Week 1 & 2: Design, Launch, & Management of Market Offerings

Lecture 1: Introduction to Marketing Management & Market Offerings

Lecture 2: Understanding Consumer Needs & Market Research

Lecture 3: Product Development & Innovation Strategies

Lecture 4: Market Segmentation, Targeting & Positioning (STP)

Lecture 5: Product Life Cycle & Go-to-Market Strategies

Lecture 6: Managing Market Offerings & Competitive Positioning

Lecture 7: Case Studies & Real-world Applications

Assignment: Develop a marketing plan for a new product launch

Week 3: Services Marketing

Lecture 1: Understanding Services Marketing vs. Product Marketing

Lecture 2: The 7Ps of Services Marketing

Lecture 3: Service Quality & Customer Satisfaction

Lecture 4: Digital & Experiential Services Marketing

Lecture 5: Case Study on Leading Service Brands

Assignment: Create a service marketing strategy for a business

Week 4 & 5: Brand Management

Lecture 1: Introduction to Branding & Importance of Brand Equity

Lecture 2: Building & Positioning a Strong Brand

Lecture 3: Brand Communication & Storytelling

Lecture 4: Managing Brand Identity & Reputation

Lecture 5: Brand Extensions & Rebranding Strategies

Lecture 6: Global Branding vs. Local Branding

Assignment: Conduct a brand audit on a well-known brand

Week 6: Design and Implementation of Pricing Strategies

Lecture 1: The Role of Pricing in Marketing

Lecture 2: Pricing Models & Strategies

Lecture 3: Behavioral Pricing & Psychological Pricing Tactics

Lecture 4: Competitive Pricing & Value-Based Pricing

Lecture 5: Case Study: Successful Pricing Strategies

Assignment: Develop a pricing strategy for a new product/service

Week 7: Marketing Channels and Distribution Systems

Lecture 1: Understanding Marketing Channels & Types

Lecture 2: Designing an Effective Distribution Network

Lecture 3: Retail & E-commerce Distribution Strategies

Lecture 4: Managing Channel Conflicts & Partnerships

Lecture 5: Case Study: Omnichannel Marketing & Distribution

Assignment: Design a distribution strategy for a retail or online brand

Week 8: Integrated Marketing Communication (IMC)

Lecture 1: Introduction to IMC & Its Importance

Lecture 2: Advertising & Promotion Strategies

Lecture 3: Digital Marketing & Social Media Strategies

Lecture 4: Public Relations & Influencer Marketing

Lecture 5: Creating a 360° Marketing Campaign

Final Assignment: Develop an IMC Plan for a chosen brand