

Here's your 12-week course lesson plan on **Principles of Marketing** formatted neatly in a tabular structure.

12-Week Course Plan: Principles of Marketing

Week	Module No	Title of the Module
Week 1	1	Nature, Scope and Importance of Marketing
	2	Evolution of Marketing
	3	Marketing in an Organization
	4	The Concept of Marketing Mix
	5	Marketing Environment – PESTEL Framework
Week 2	6	Analysing Market Forces – Five Forces Model
	7	Marketing Research
	8	Marketing Planning
	9	Consumer Behaviour – Nature and Importance
	10	Consumer Buying Decision Process
Week 3	11	Psychological Factors Influencing Buying Behaviour
	12	Cultural and Socio-Economic Factors Influencing Buying Behaviour
	13	Market Segmentation – Concept, Importance and Bases
	14	Target Market Selection
	15	Positioning Concept and Importance
Week 4	16	Product Concept and Importance
	17	Product Classification
	18	Product Mix - Concepts and Decisions
	19	Branding
	20	Packaging, Labelling and Product Support Services

Week	Module No	Title of the Module
Week 5	21	Product Life Cycle
	22	New Product Development Process
	23	Pricing – Concept and Significance
	24	Factors Affecting Price of a Product
	25	Pricing Policies and Strategies
Week 6	26	Channels of Distribution
	27	Functions of Marketing Channels
	28	Factors Affecting Choice of Channels
	29	Introduction to Retail Marketing
	30	Retail Formats
Week 7	31	Multi-channel and Omni-channel Retailing
	32	Advertising
	33	Public Relations
	34	Sales Promotion
	35	Personal Selling
Week 8	36	Introduction to Digital Marketing
	37	Social Media Marketing
	38	Marketing Strategies for Leaders
	39	Marketing Strategies for Challengers
	40	Marketing Strategies for Followers and Nichers
Week 9	41	Crisis Management
	42	Services Marketing
	43	Service Recovery

Week	Module No	Title of the Module
	44	Customer Relationship Management
	45	Rural Marketing
Week 10	46	Global Marketing – Part 1
	47	Global Marketing – Part 2
	48	Entrepreneurship Marketing
	49	Social Marketing
	50	Green Marketing
Week 11	51	Consumerism
	52	Neuro Marketing – Part 1
	53	Neuro Marketing – Part 2
	54	Advances in Marketing – Artificial Intelligence
Week 12	55	Case Study - 1 - Email Marketing
	56	Case Study - 2 - Golf Tripz
	57	Case Study - 3 - Golkonda Hotels

This structured format ensures clear progression from foundational concepts to advanced strategies, with real-world case studies reinforcing learning in the final week