Teacher/Instructor : Mrs .Naga Lakshmi Veeram

Assistant Professor of MBA

Department of Master of Business Administration

Lesson Plan for a Day

Term/Semester/Year : Semester- II Semester I Year Batch:2020-22 Year 2020-21

MICRO LESSON PLAN (ACCORDING TO BLOOMS DIGITAL TAXONOMY)

Programme	M.B.A
Semester	I Year- II Semester
Subject Title	Marketing Management
Subject Code	MB1923
Class Hours	6 per week
Total Hours	64 per Semester
Credits	4 Credits
Max Marks	100 Marks
Unit &Title	Unit-I:Introduction to Marketing
Teaching and Learning	White Board/ Power Point Presentation/Videos, E-material, Google Class Room.

Detailed – Lesson 1 Introduction to Marketing Lesson Objectives:	
Factual	Students will be able to know the evolution of marketing and its meaning.
Conceptual	Students will be able to classify the difference between selling and marketing.
Procedural	Students will be able to analyze the different aspects that can be marketed.
Applied	Students will be able to develop a marketing plan for a product and come to know how to market a product or service.

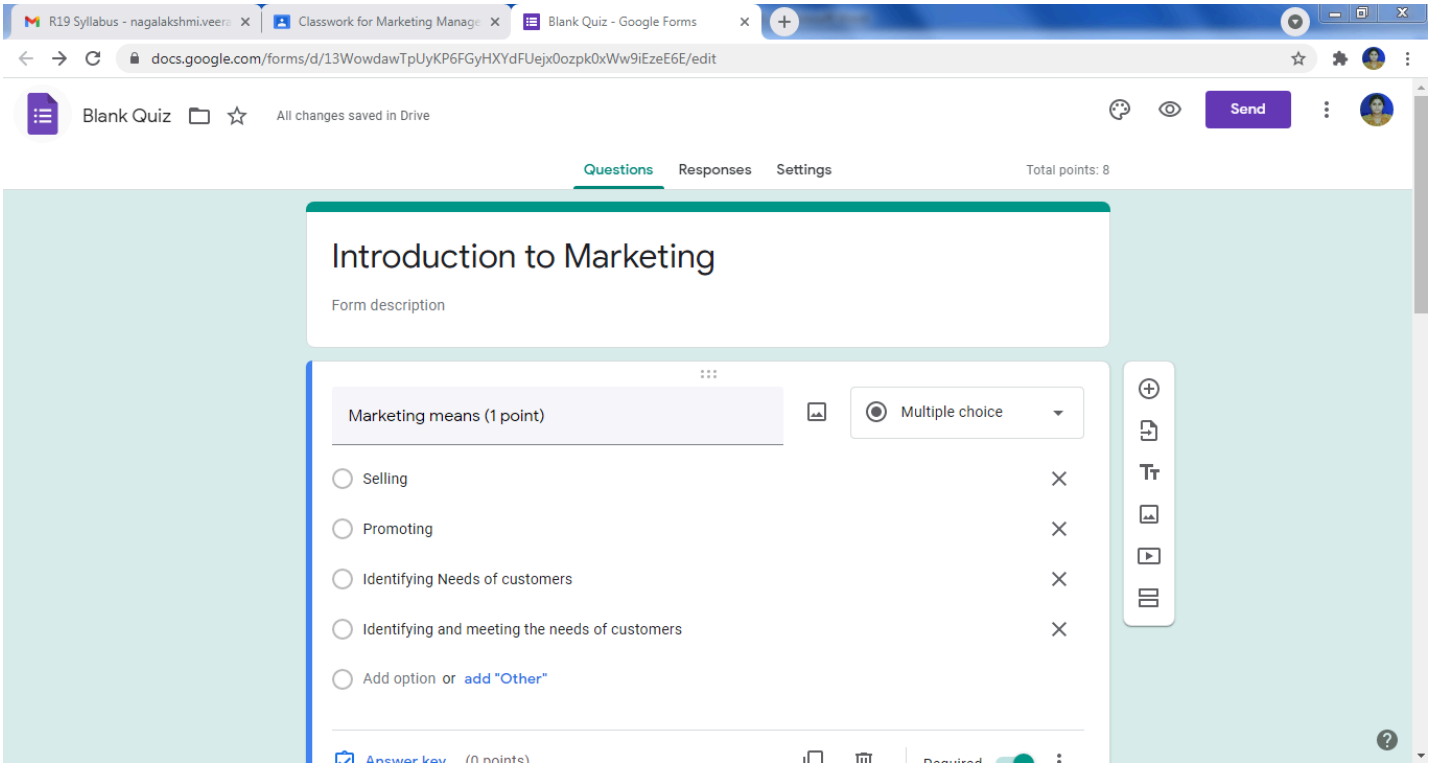
Prerequisite Knowledge:

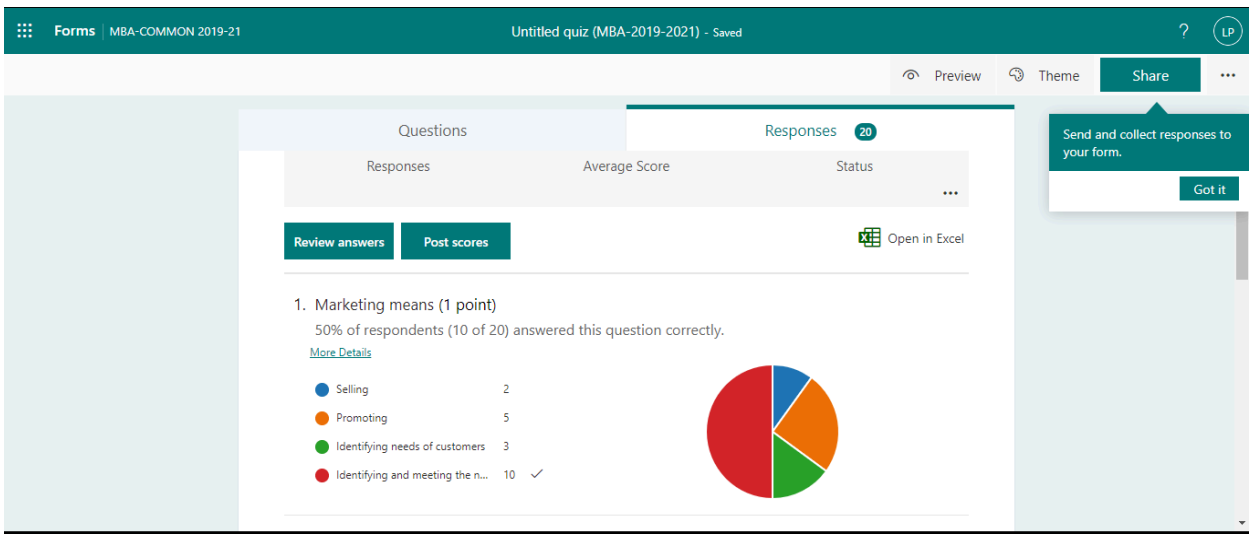
Needs, Wants, Demand, Products, Exchange, Markets

Micro Lesson Plan: Day 1. Introduction to Marketing

1. Pre Task Activity: Introduction to Marketing

In Pre-Task, a small quiz is conducted to make students recall basic terms and concepts which they learned in Previous Semester and you tube link is shared to have basic understanding of marketing.





Quiz on Basics of Marketing as pre-class activity and

studentsresponseVideoLink:https://www.youtube.com/watch?v=WPetPmlN1Iw

Ref: Philip Kotler -The Father of Modern Marketing-Key note Speech-The Future of Marketing

2. In-class Activity : Introduction to Marketing

Key Words to remember:

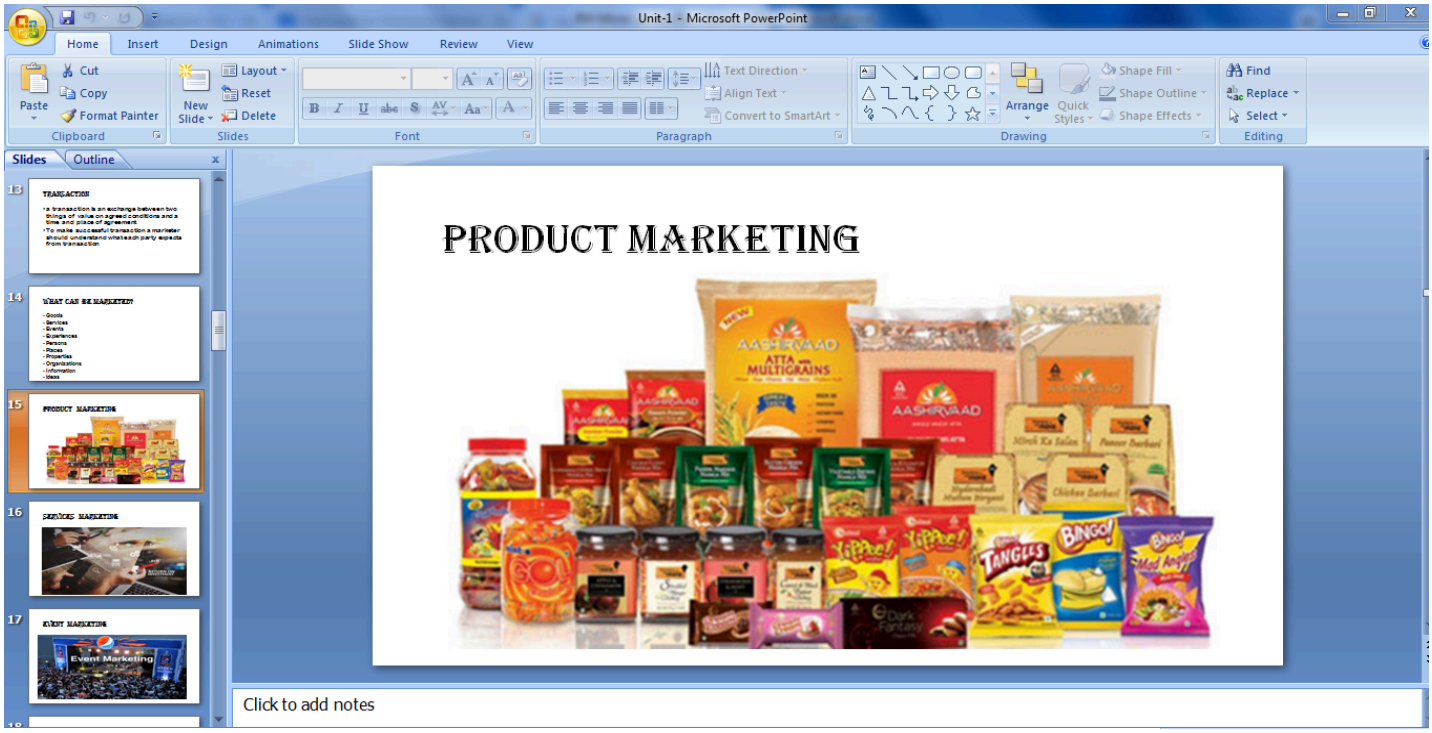
Needs, Wants, Demands, Products, Exchange, Transactions, Market, Marketing

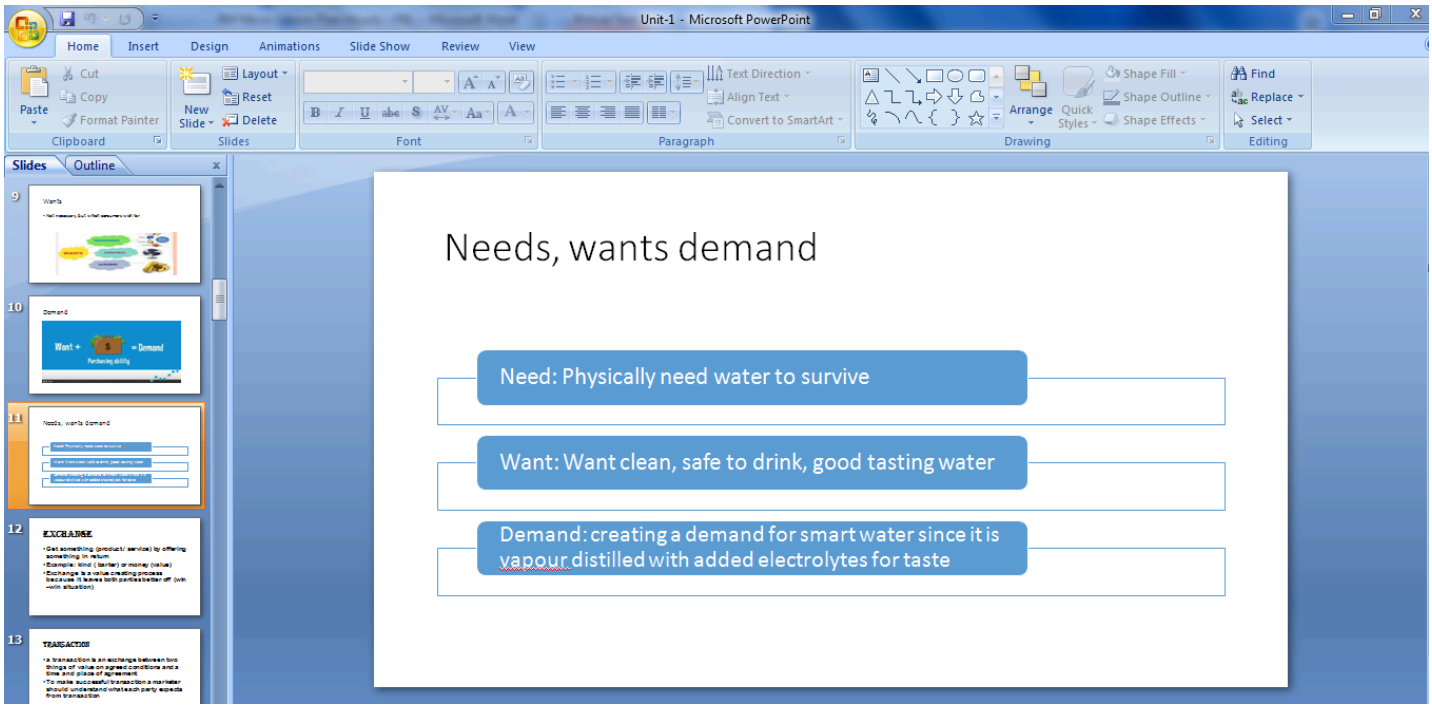
- Discussion and clarification about pre-class activity quiz– 5 minutes
- Eliciting response from the students on the video link–5 minutes





Introduction to Marketing with Power Point Presentation:





What can be Marketed?

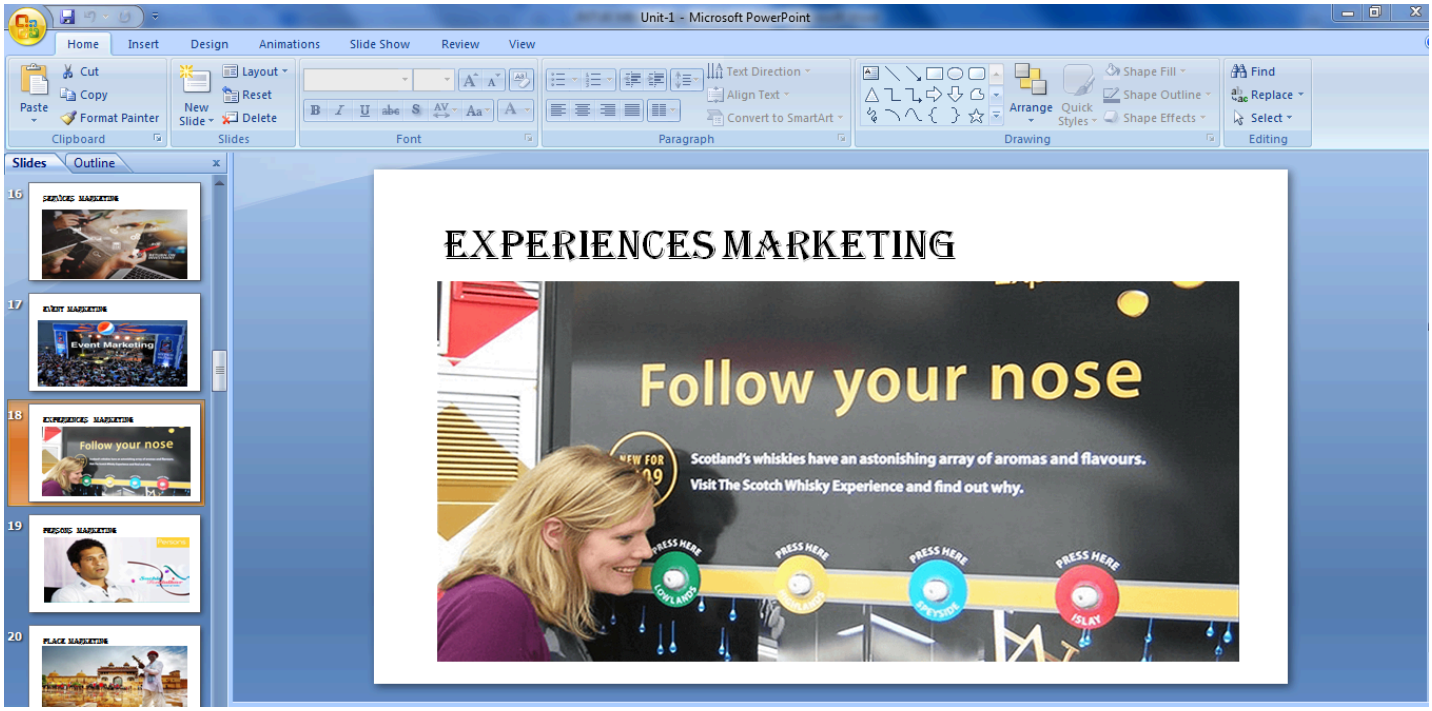


Fig:1 Slide representing that how Experiences are being Marketed

Importance of Marketing:



Fig:2 Diagram representing the Importance of Marketing in Business

Functions of Marketing:

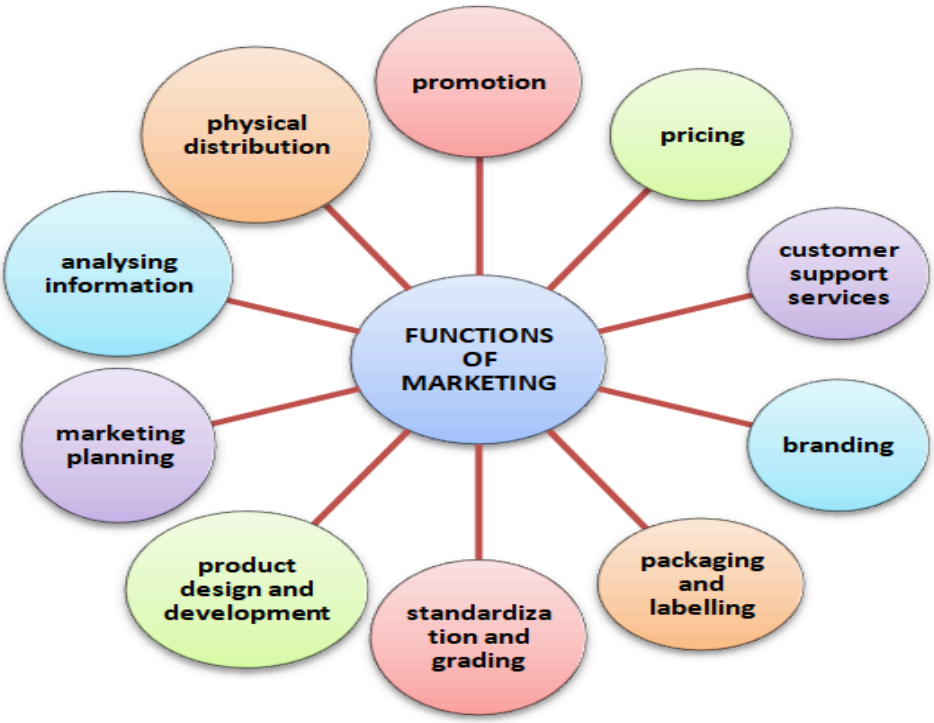


Fig: 3 Diagram representing different functions of Marketing

Difference between Selling and Marketing:



Fig:4 Slide showing the difference between Selling and Marketing

Post– task Activity:

In the post task activity, students are asked to have discussion on the topic discussed in the class.

A small quiz is conducted to know their learning.

Q1. ---- is want for specific product backed by on ability to pay.

a) Demand b) Need c) Want d) Customer

Q2.Marketing means

a) Advertising, Sales Promotion, Publicity and Public Relational activities

b) New product needs, ideas, developments, concepts, improvements

c) Sales planning, Strategy and implementation

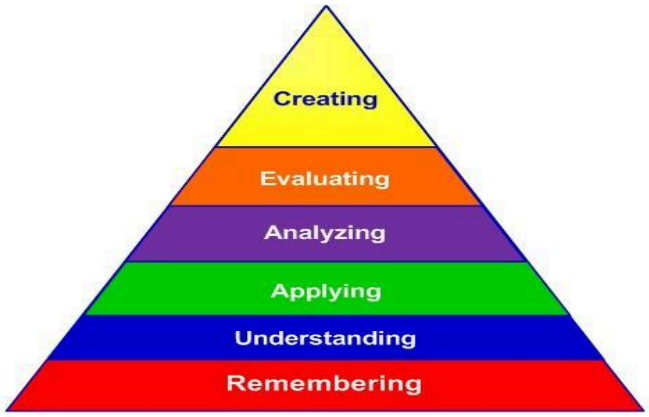
d) A philosophy that stresses customer value and satisfaction

Q3.Want means:

a) Consumer needs b) Needs backed by buying power c) Needs directed to the product d) basic human requirements.

3. Discussion:

- Students will be able to understand the core concepts of Marketing like – Need, Want, Demand, Exchange, Transaction.
- Students will be able to understand the Importance and functions of Marketing
- Students can differentiate sales and marketing



Taxonomy of Objectives

Knowledge Dimension	Cognitive Process Dimension					
	Remember	Understand	Apply	Analyze	Evaluate	Create
A. Factual Knowledge	1,2	1,2	1,2			
B. Conceptual Knowledge	1,2,3	1,2	1,2			
C. Procedural Knowledge						
D. Meta Cognitive Knowledge						

4. Summary:

Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer

Marketing is the source of many important new ideas in management thought and practice

Basic elements of marketing are needs, wants, demands, products, value, exchange, transaction, relationship, market, marketers.

There are different aspects that can be marketed like products, services, ideas, places, persons, experiences etc.

5. References:

- Phillip Kotler: ―Marketing Management―,PearsonPublishers,NewDelhi, 2013.
- https://www.youtube.com/watch?v=WPetPmlN1Iw