

K L University
KLU BUSINESS SCHOOL
Course Handout for IV Year MECH, EEE,
II Semester B.Tech (ECE, BIO) Programs
A.Y.2017-18

Course Name : Basics of Marketing for Engineers

Course Code : 15 MB 3054

L-T-P structure : 3-0-0

Course Credits : 3

Course Coordinator : Dr. Romala Vijaya Srinivas

Course Instructor : Dr. Romala Vijaya Srinivas

Course Teaching Associates : NA

Course Objective:

- To orient the engineering students towards being a strategic decision maker in marketing of ideas, products, and service apart from the technical knowledge in the dynamic market environment.
- To introduce the basic concepts of marketing, consumer behavior and marketing strategies with respect to product, price, place and promotion.
- To provide the insights of new product development, pricing strategies, selection of channels for distribution and promotion of products.

Course Rationale:

An education in marketing management enhances job search conversion to employment success rate mainly because, apart from goods, services, places and ideas, people can also be marketed. The principles of marketing, therefore, can be applied to a student and his resume', giving him a competitive advantage. In its most basic form, marketing revolves around satisfying customer wants and needs. And these are something employers also have.

Course Outcomes (CO):

CO No:	CO	SO	BTL
1	Understand the concepts of marketing, factors influencing the consumer behavior, decision making process and strategic areas of 4Ps	A	2
2	Understand the insight earned about consumer psychology in improving the demand of the product in the market.	A	2
3	Analyze the markets and consumers, the changing environmental factors with special focus on technology products	A	4

4	Create an appropriate strategy for the marketing of high tech products and services	A	6
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COURSE OUTCOME INDICATORS (COI):

CO No.	COI-1	COI-2	COI-3
1	Understand the basic components of Marketing	Outline the factors influencing Consumer Behaviour	Understand the nitty-gritty's of Consumer Decision Making
2	Understand consumer insights for better understanding of the market	Understand the knowledge of Consumer Psychology in better product planning	Understand the insight earned about consumer psychology in improving the demand of the product in the market.
3	Analyzing the market and the changing nature of Consumers	Inspecting the strategic Areas of 4P's in Marketing.	Analyzing the relevance of marketing technology products.
4	Designing strategies for Marketing Communication	Developing appropriate supply chain management strategies for high tech markets	Designing relevant strategies for marketing high-end products and services.

SYLLABUS (As approved by BoS):

Introduction and Nature of Marketing: Evolution of Marketing Concept - Core concepts of marketing - Scope and Importance of Marketing. -Difference between Selling and Marketing - Marketing Myopia - Consumer Marketing Vs. Industrial Marketing.

Understanding Consumer Behaviour: nature, scope and importance of consumer behavior – Factors influencing Consumer Behavior - Buying decision making process - Market Segmentation, Targeting and Positioning (STP).

Marketing mix - Product definition, levels of product, product classification, difference between goods and services, Product Life Cycle, New Product Development – Technology and Product Management - Concept of Pricing – Factors influencing the pricing policy – Pricing strategies - Pricing Considerations in High-Tech Markets.

Promotion mix - Marketing Communication Tools for High-Tech Markets - Channels of distribution - Supply Chain Management in High-Tech Markets - Technology Marketing, Green Marketing, Introduction to market study.

BoS Approved Text books:

1. Philip Kotler and Gary Armstrong- Principles of Marketing- 15/e, Pearson Education.
2. Jakki J Mohr, Sanjit Sengupta and Stanley Slater, Marketing of High-Technology Products and Innovations, 3/e Pearson India.

BoS Approved Reference Books:

1. V.S. Ramaswamy and S. Namakumari – Marketing Management, 4/e, Mc Millan Publications, New Delhi.

2. Rajan Saxena, Marketing Management- 3/e, TMH, New Delhi.

Other Books, References: (As recommended for reference by the course team, if any)

Not Applicable

Deviations (if any) from BoS approved syllabus and the topics planned:

Not Applicable

COURSE DELIVERY PLAN:

Sess. No.	CO	COI	Topic (s)	Teaching-Learning Methods	Evaluation Components
1	1	1	Introduction and Nature of Marketing	Lecture, Q & A	Test I & End Sem Exam
2	1	1	Introduction and Nature of Marketing	Lecture, Q & A	Test I & End Sem Exam
3	1	1	Evolution of Marketing Concept	Lecture, Q & A	Test I & End Sem Exam
4	1	1	Evolution of Marketing Concept	Lecture, Q & A	Test I & End Sem Exam
5	1	1	Core concepts of marketing	Lecture, Q & A	Test I & End Sem Exam
6	1	1	Core concepts of marketing	Lecture, Q & A	Test I & End Sem Exam
7	1	1	Scope and Importance of Marketing	Lecture, Q & A	Test I & End Sem Exam
8	1	1	Scope and Importance of Marketing	Lecture, Q & A	Test I & End Sem Exam
9	1	1	Difference between Selling and Marketing	Lecture, Q & A	Test I & End Sem Exam
10			Difference between Selling and Marketing	Lecture, Q & A	Test I & End Sem Exam
11	1	2	Marketing Myopia	Lecture, Q & A	Test I & End Sem Exam
12	1	2	Introduction and Nature of Consumer Behaviour	Lecture, Q & A	Test I & End Sem Exam
13	1	2	Scope and Importance of Consumer Behaviour	Lecture, Q & A	Test I & End Sem Exam
14	1	2	Scope and Importance of Consumer Behaviour	Lecture, Q & A	Test I & End Sem Exam
15	1	3	Factors Influencing Consumer Behaviour	Lecture, Q & A	Test I & End Sem Exam
16	1	3	Buying Decision Making Process	Lecture, Q & A	Test I & End Sem Exam
17	1	3	Market Segmentation	Lecture, Q & A Assignment	Test I & End Sem Exam Active Learning
18	1	3	Market Segmentation	Lecture, Q & A Assignment	Test I & End Sem Exam Active Learning
19	2	1	Targeting and Positioning	Lecture, Q & A	Test 2 & End Sem Exam
20	2	1	Marketing Mix	Lecture, Q & A	Test 2 & End Sem Exam
21	2	2	Marketing Mix	Lecture, Q & A	Test 2 & End Sem Exam
22	2	2	Product Definition, Levels of Product	Lecture, Q & A	Test 2 & End Sem Exam
23	2	3	Product Classification	Lecture, Q & A	Test 2 & End Sem Exam
24	2	3	Product Classification	Lecture, Q & A	Test 2 & End Sem Exam

25	2	3	Difference between Goods and Services	Lecture, Q & A	Test 2 & End Sem Exam
26	2	3	Product Life Cycle	Lecture, Q & A	Test 2 & End Sem Exam
27	2	1	Product Life Cycle	Lecture, Q & A	Test 2 & End Sem Exam
28	2	1	New Product Development Technology and Product Management	Lecture, Q & A	Test 2 & End Sem Exam
29	2	2	New Product Development Technology and Product Management	Lecture, Q & A	Test 2 & End Sem Exam
30	2	2	New Product Development, Technology and Product Management	Lecture, Q & A	Test 2 & End Sem Exam
31	2	3	Concept of Pricing, Factors Influencing Pricing Policy	Lecture, Q & A Assignment	Test 2 & End Sem Exam Active Learning
32	2	3	Concept of Pricing, Factors Influencing Pricing Policy	Lecture, Q & A Assignment	Test 2 & End Sem Exam Active Learning
33	3	3	Pricing Strategies, Pricing Considerations in High-Tech Markets	Lecture, Q & A	Test 3 & End Sem Exam
34	3	3	Pricing Strategies, Pricing Considerations in High-Tech Markets	Lecture, Q & A	Test 3 & End Sem Exam
35	3	3	Promotion Mix, Marketing Communication Tools for High	Lecture, Q & A	Test 3 & End Sem Exam
36	3	3	Promotion Mix, Marketing Communication Tools for High	Lecture, Q & A	Test 3 & End Sem Exam
37	3	3	Promotion Mix, Marketing Communication Tools for High	Lecture, Q & A	Test 3 & End Sem Exam
38	3	3	Promotion Mix, Marketing Communication Tools for High-Tech Markets	Lecture, Q & A	Test 3 & End Sem Exam
39	3	1	Technology Marketing, Green Marketing	Lecture, Q & A Assignment	Test 3 & End Sem Exam Active Learning
40	3	1	Technology Marketing, Green Marketing	Lecture, Q & A Assignment	Test 3 & End Sem Exam Active Learning
41	4	2	Case study	Lecture, Q & A	End Sem Exam
42	4	3	Case study	Lecture, Q & A	End Sem Exam
43	4	3	Case study	Lecture, Q & A	End Sem Exam
44	4	3	Revision and discussion of important topics	Lecture, Q & A	End Sem Exam
45	4	3	Revision and discussion of important topics	Lecture, Q & A	End Sem Exam

Session wise Teaching – Learning Plan

Session Number: 1

Session Outcome: Understand the Basics and Nature of Marketing

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction to Marketing	2	Lecture and Board
30	Basics of Marketing	2	Lecture and Board
10	Participation	2	Interaction
30	Nature of Marketing	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 2

Session Outcome: Understand the Basics and Nature of Marketing

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction to Marketing	2	Lecture and Board
30	Basics of Marketing	2	Lecture and Board
10	Participation	2	Interaction
30	Nature of Marketing	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 3

Session Outcome: Understand the Evolution of Marketing Concept

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Evolution of Marketing Concept	2	Lecture and Board
10	Participation	2	Interaction
30	Advancements in Marketing Concept	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 4

Session Outcome: Understand the Evolution of Marketing Concept

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Evolution of Marketing Concept	2	Lecture and Board
10	Participation	2	Interaction
30	Advancements in Marketing Concept	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 5**Session Outcome: Understand the Core Concepts of Marketing**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Core Concepts of Marketing	2	Lecture and Board
10	Participation	2	Interaction
30	From Production Concept to Holistic Concept	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 6**Session Outcome: Understand the Core Concepts of Marketing**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Core Concepts of Marketing	2	Lecture and Board
10	Participation	2	Interaction
30	From Production Concept to Holistic Concept	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 7**Session Outcome: Understand the Scope and Importance of Marketing**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Scope of Marketing	2	Lecture and Board
10	Participation	2	Interaction
30	Importance of Marketing	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 8**Session Outcome: Understand the Scope and Importance of Marketing**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Scope of Marketing	2	Lecture and Board
10	Participation	2	Interaction
30	Importance of Marketing	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 9**Session Outcome: Understand the Difference between Selling and Marketing**

Time(min)	Topic	BTL	Teaching Method – Learning
10	Recap		Lecture and Board
30	Selling Concept	2	Lecture and Board
10	Participation	2	Interaction
30	Marketing Concept and Differences between Two	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 10**Session Outcome: Understand the Difference between Selling and Marketing**

Time(min)	Topic	BTL	Teaching Method – Learning
10	Recap		Lecture and Board
30	Selling Concept	2	Lecture and Board
10	Participation	2	Interaction
30	Marketing Concept and Differences between Two	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 11**Session Outcome: Understand the Concept of Marketing Myopia**

Time(min)	Topic	BTL	Teaching Method – Learning
10	Recap		Lecture and Board
30	Introduction to Marketing Myopia	2	Lecture and Board
10	Participation	2	Interaction
30	Marketing Myopia	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 12**Session Outcome: Understand the Concept of Marketing Myopia**

Time(min)	Topic	BTL	Teaching Method – Learning
10	Recap		Lecture and Board
30	Introduction to Marketing Myopia	2	Lecture and Board
10	Participation	2	Interaction
30	Marketing Myopia	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 13**Session Outcome: Understand the Introduction and Nature of Consumer Behaviour**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Introduction to Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
30	Nature of Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 14**Session Outcome: Understand the Introduction and Nature of Consumer Behaviour**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Introduction to Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
30	Nature of Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 15**Session Outcome: Understand the Scope and Importance of Consumer Behaviour**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Scope of Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
30	Importance of Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 16**Session Outcome: Understand the Scope and Importance of Consumer Behaviour**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Scope of Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
30	Importance of Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 17**Session Outcome: Understand the Factors Influencing Consumer Behaviour**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap	2	Lecture and Board
30	Factors Influencing Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
30	Social, Cultural, Economical Factors	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 18**Session Outcome: Understand the Factors Influencing Consumer Behaviour**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Factors Influencing Consumer Behaviour	2	Lecture and Board
10	Participation	2	Interaction
30	Social, Cultural, Economical Factors	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 19**Session Outcome: Understand the Process of Buying Decision Making**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Consumer Buying Decisions	2	Lecture and Board
10	Participation	2	Interaction
30	Buying Decision Making Process	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 20**Session Outcome: Understand the Process of Buying Decision Making**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Consumer Buying Decisions	2	Lecture and Board
10	Participation	2	Interaction
30	Buying Decision Making Process	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 21**Session Outcome: Understand the Markets and Segments of Markets**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Introduction to Market Segmentation	2	Lecture and Board
10	Participation	2	Interaction
30	Market Segmentation	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 22**Session Outcome: Understand the Markets and Segments of Markets**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Introduction to Market Segmentation	2	Lecture and Board
10	Participation	2	Interaction
30	Market Segmentation	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 23**Session Outcome: Understand the Process of Targeting and Positioning the Market**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Targeting	2	Lecture and Board
10	Participation	2	Interaction
30	Positioning	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 24**Session Outcome: Understand the Process of Targeting and Positioning the Market**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Targeting	2	Lecture and Board
10	Participation	2	Interaction
30	Positioning	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 25**Session Outcome: Understand the concept of Marketing Mix**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Marketing Mix	2	Lecture and Board
10	Participation	2	Interaction
30	Examine the relevance of 4P's	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 26**Session Outcome: Understand the concept of Marketing Mix**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Marketing Mix	2	Lecture and Board
10	Participation	2	Interaction
30	Examine the relevance of 4P's	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 27**Session Outcome: Understand Products and Levels of Product**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Products	2	Lecture and Board
10	Participation	2	Interaction
30	Levels of Products	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 28**Session Outcome: Understand Products and Levels of Product**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Products	2	Lecture and Board
10	Participation	2	Interaction
30	Levels of Products	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 29**Session Outcome: Understand the Products**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Types of Products	2	Lecture and Board
10	Participation	2	Interaction
30	Product Classification	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 30**Session Outcome: Understand the Products**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Types of Products	2	Lecture and Board
10	Participation	2	Interaction
30	Product Classification	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 31**Session Outcome: Understand Goods and Services**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Goods	2	Lecture and Board
10	Participation	2	Interaction
30	Services and Classification	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 32**Session Outcome: Understand Goods and Services**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Goods	2	Lecture and Board
10	Participation	2	Interaction
30	Services and Classification	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 17**Session Outcome: Examine Product Life Cycle**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Product Life Cycle	2	Lecture and Board
10	Participation	2	Interaction
30	Stages of Product Life Cycle	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 33**Session Outcome: Examine Product Life Cycle**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Product Life Cycle	2	Lecture and Board
10	Participation	2	Interaction
30	Stages of Product Life Cycle	2	Lecture and Board
10	Participation	2	Interaction
05	Conclusion & Summary		Interaction

Session Number: 34**Session Outcome: Analyze New Product Development and Management of Technology & Products**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	New Product Development	4	Lecture and Board
10	Participation	4	Interaction
30	Management of Technology & Products	4	Lecture and Board
10	Participation	4	Interaction
05	Conclusion & Summary		Interaction

Session Number: 35**Session Outcome: Analyze New Product Development and Management of Technology & Products**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	New Product Development	4	Lecture and Board
10	Participation	4	Interaction
30	Management of Technology & Products	4	Lecture and Board
10	Participation	4	Interaction
05	Conclusion & Summary		Interaction

Session Number: 36**Session Outcome: Analyze the Pricing Concept and the Factors Influencing Pricing policy**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Pricing	4	Lecture and Board
10	Participation	4	Interaction
30	Factors Influencing Pricing Policy	4	Lecture and Board
10	Participation	4	Interaction
05	Conclusion & Summary		Interaction

Session Number: 37**Session Outcome: Analyze the Pricing Concept and the Factors Influencing Pricing policy**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Pricing	4	Lecture and Board
10	Participation	4	Interaction
30	Factors Influencing Pricing Policy	4	Lecture and Board
10	Participation	4	Interaction
05	Conclusion & Summary		Interaction

Session Number: 38**Session Outcome: Analyze appropriate Pricing Strategy and Pricing in High-Tech Markets**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Pricing Strategies	4	Lecture and Board
10	Participation	4	Interaction
30	Pricing in High-Tech Markets	4	Lecture and Board
10	Participation	4	Interaction
05	Conclusion & Summary		Interaction

Session Number: 39**Session Outcome: Analyze appropriate Pricing Strategy and Pricing in High-Tech Markets**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Pricing Strategies	4	Lecture and Board
10	Participation	4	Interaction
30	Pricing in High-Tech Markets	4	Lecture and Board
10	Participation	4	Interaction
05	Conclusion & Summary		Interaction

Session Number: 40**Session Outcome: Analyze Promotion Mix & Create appropriate Communication tools for High-Tech Markets**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Promotion Mix	4	Lecture and Board
10	Participation	4	Interaction
30	Communication tools for High-Tech Markets	4	Lecture and Board
10	Participation	4	Interaction
05	Conclusion & Summary		Interaction

Session Number: 41**Session Outcome: Analyze Promotion Mix & Create appropriate Communication tools for High-Tech Markets**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Promotion Mix	4	Lecture and Board
10	Participation	4	Interaction
30	Communication tools for High-Tech Markets	4	Lecture and Board
10	Participation	4	Interaction
05	Conclusion & Summary		Interaction

Session Number: 42**Session Outcome: Develop Strategies for Marketing Technology and Green Marketing**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Technology Marketing	6	Lecture and Board
10	Participation	6	Interaction
30	Green Marketing	6	Lecture and Board
10	Participation	6	Interaction
05	Conclusion & Summary		Interaction

Session Number: 43**Session Outcome: Develop Strategies for Marketing Technology and Green Marketing**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Technology Marketing	6	Lecture and Board
10	Participation	6	Interaction
30	Green Marketing	6	Lecture and Board
10	Participation	6	Interaction
05	Conclusion & Summary		Interaction

Session Number: 44**Session Outcome: Create appropriate Strategies for Market Study**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Market Study	6	Lecture and Board
10	Participation	6	Interaction
30	Steps of Market Study	6	Lecture and Board
10	Participation	6	Interaction
05	Conclusion & Summary		Interaction

Session Number: 45**Session Outcome: Create appropriate Strategies for Market Study**

Time(min)	Topic	BTL	Teaching – Learning Method
10	Recap		Lecture and Board
30	Market Study	6	Lecture and Board
10	Participation	6	Interaction
30	Steps of Market Study	6	Lecture and Board
10	Participation	6	Interaction
05	Conclusion & Summary		Interaction

EVALUATION PLAN:

Evaluation Component	Weightage /Marks	Date	Duration (Hours)	CO 1			CO 2			CO 3			CO 4			
				1	2	3	1	2	3	1	2	3	1	2	3	
COI Number				1	2	3	1	2	3	1	2	3	1	2	3	
BTL				2	2	2	2	2	2	4	4	4	6	6	6	
Test 1	Weightage (10%)		90 mts	3	3	4										
	Max Marks (30)			10	10	10										
Test 2	Weightage (10%)		90 mts				3	3	4							
	Max Marks (30)						10	10	10							
Test 3	Weightage (10%)		90 mts							3	3	4				
	Max Marks (30)									10	10	10				
Active Learning	Weightage (5%)				5			5			5					
	Max Marks (5)				5			5			5					
Attendance	Weightage (5%)	Equal weightage for all the lecture sessions (5%)														
Semester End Exam	Weightage (60%)		180 mts	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	8%	8%	8%
	Max Marks (60)			5	5	5	5	5	5	5	5	5	5	10	10	10
	Question			1			2			3			4-5			

No

Course Team members, Chamber Consultation Hours and Chamber Venue details:

S.No.	Name of Faculty	Chamber Consultation Day(s)	Chamber Consultation Timings for each day	Chamber Consultation Room No:	Signature of Course faculty
1	Dr. R. Vijaya Srinivas	Wednesday	3:00 PM – 4:00 PM	4 th Floor Faculty Cubicle, New Library Building	

Signature of COURSE COORDINATOR:

Recommended by HEAD OF DEPARTMENT:

Document digitally approved by Vetting Team and HOD.

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Hari Kiran Vege,

Assoc. Dean-TLP

for **Approved By: DEAN-ACADEMICS**

(Sign with Office Seal)

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- 1. This form is to be filled using Calibri (Body) font, size 10.**
- 2. Only titles, captions, table headings as given in this form are to be in bold. All others should be in normal letter mode.**
- 3. Instructions specified in Italics are to be removed while submitting the filled in format.**