

Session No	Topic	Readings	Date
1.	Introduction to Marketing	Chapter 1 (pages3-26)	March 29
2.	Consumer Behavior	Chapter 5(pages 133-155) and Chapter 6(161-183) Case: One Evening in Shopping Mall(Case Book)	April 5
3.	Segmentation-Targeting & Positioning	Chapter 7(Pages 189-208)	April 12
4.	Managing Marketing Environment & Marketing Orientation	Chapter 3(pages59-100) Reading: Marketing Myopia Case: Chotukool from Godrej (Case Book)	April 19
5.	Brand Management & Positioning	Chapter 9 and 10(pages 239-285) Case: Mahindra Scorpio	May 3