**Name of Assistant Professor: Ritesh Kalra**

**Class** -B.Com 4th Semester

**Subject:** Marketing Management

**Lesson Plan**: 17 Weeks (from January 2024 to April 2024)

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| Week 1, **January 1 to January 7** |
| Week 1, Day 1, January 1 Introduction to Marketing |
| Week 1, Day 2, January 2Nature of Marketing |
| Week 1, Day 3, January 3Nature of Marketing |
| Week 1, Day 4, January 4Scope of Marketing |
| Week 1, Day 5, January 5Importance of marketing |
| Week 1, Day 6, January 6Importance of marketing |
| Week 2, **January 8 to January14** |
| Week 2, Day 1, January 8Importance of marketing |
| Week 2, Day 2, January 9Marketing concepts- Traditional and Modern |
| Week 2, Day 3, January 10Marketing concepts- Traditional and Modern |
| Week 2, Day 4, January 11Market Segmentation |
| Week 2, Day 5, January 12Basis/Methods of Segmentation |
| Week 2, Day 6, January 13Importance of Segmentation |
| Week 3, **January 15 to January 2** |
| Week 3, Day 1, January 15PPT on Unit-1 |
| Week 3, Day 2, January 16PPT on Unit-1 |
| Week 3, Day 3, January 17Holiday |
| Week 3, Day 4, January 18PPT on Unit-1 |
| Week 3, Day 5, January 19PPT on Unit-1 |
| Week 3, Day 6, January 20PPT on Unit-1 |
| Week 4, **January 22 to January 28** |
| Week 4, Day 1, January 22 PPT on Unit-1 |
| Week 4, Day 2, January 23Introduction to Consumer Behaviour |
| Week 4, Day 3, January 24Nature of Consumer Behaviour |
| Week 4, Day 4, January 25Scope of Consumer Behaviour |
| Week 4, Day 5, January 26 Holiday |
| Week 4, Day 6, January 27Importance of Consumer Behaviour |
| Week 5, **January 29 to February4** |
| Week 5, Day 1, January 29Factors affecting buyer behavior |
| Week 5, Day2, January 30Product Planning |
| Week 5, Day 3, January 31 |
| Week 5, Day 4, February 1Key factors in Product Planning |
| Week 5, Day 5, February 2Importance of Product Planning |
| Week 5, Day 6, February 3scope of product Planning in marketing |
| **Week 6, February 5to February 11** |
| Week 6, Day 1, February 5Product Development |
| Week 6, Day 2, February 6Key factors in Product Development |
| Week 6, Day 3, February 7Stages of New product development |
| Week 6, Day 4, February 8Product Lifecycle: - Stages of Product life cycle |
| Week 6, Day 5, February 9Revision of Unit-2 |
| Week 6, Day 6, February 10 |
| Week 7, **February 12 to February 18** |
| Week 7, Day 1, February 12Introduction Branding and Trademark |
| Week 7, Day 2, February 13Advantages of branding |
| Week 7, Day 3, February 14Holiday |
| Week 7, Day 4, February 15criticism of branding  |
| Week 7, Day 5, February 16types of branding |
| Week 7, Day 6, February 17Brand Polices |
| Week 8 **February 19 to February25** |
| Week 8, Day 1, February 19Brand Polices |
| Week 8, Day 2, February 20Brand Strategies |
| Week 8, Day 3, February 21Revision of Unit-3 |
| Week 8, Day 4, February 22Revision of Unit-3 |
| Week 8, Day 5, February 23Revision of Unit-3 |
| Week 8, Day 6, February 24Revision of Unit-3 |
| Week 9, **February26 to March4** |
| Week 9, Day 1, February 26Pricing: - Meaning; Importance |
| Week 9, Day 2, February 27Factors affecting pricing |
| Week 9, Day 3, February 28Factors affecting pricing |
| Week 9, Day 4, March 1 |
| Week 9, Day 5, March 2Factors affecting pricing |
| Week 9, Day 6, March 3Factors affecting pricing |
| Week 10, **March 5 to March11** |
| Week 10, Day 1, March 5Factors affecting pricing |
| Week 10, Day 2, March 6Pricing objectives |
| Week 10, Day 3, March 7Pricing objectives |
| Week 10, Day 4, March 8Types of price policy |
| Week 10, Day 5, March 9Pricing strategies |
| Week 10, Day 6, March 10Pricing strategies |
| Week 11, **March 12 to March 18** |
| Week 11, Day 1, March 12Introduction to Advertising |
| Week 11, Day 2, March 13Concept &Importance of Advertising |
| Week 11, Day 3, March 14Role of advertising in customer creation |
| Week 11, Day 4, March 15criticism of advertising |
| Week 11, Day 5, March 16Media of advertising |
| Week 11, Day 6, March 17Media of advertising |
| Week 12, **March 19 to March25** |
| Week 12, Day 1, March 19Media of advertising |
| Week 12, Day 2, March 20Media of advertising |
| Week 12, Day 3, March 21Media of advertising |
| Week 12, Day 4, March 22Evaluating advertising effectiveness |
| Week 12, Day 5, March 23Holi Vacations |
| Week 12, Day 6, March 24Holi Vacations |
| Week 13, **March26to April 1** |
| Week 13, Day 1, March 26Holi Vacations |
| Week 13, Day 2, March 27Holi Vacations |
| Week 13, Day 3, March 28Holi Vacations |
| Week 13, Day 4, March 29 |
| Week 13, Day 5, March 30Holi Vacations |
| Week 13, Day 6, March 31Holi Vacations |
| Week 14, **April 2 to April 8** |
| Week 14, Day 1, April 2PPT |
| Week 14, Day 2, April 3PPT |
| Week 14, Day 3, April 4PPT |
| Week 14, Day 4, April 5PPT |
| Week 14, Day 5, April 6PPT |
| Week 14, Day 6, April 7PPT |
| Week 15, **April 9 to April15** |
| Week15 , Day 1, April 9Revision of Unit-1 & 2 |
| Week 15, Day 2, April 10Revision of Unit-1 & 2 |
| Week 15, Day 3, April 11Holiday |
| Week 15, Day 4, April 12Revision of Unit-1 & 2 |
| Week 15, Day 5, April 13Holiday |
| Week 15, Day 6, April 14 |
| Week 16, **April 16 to April22** |
| Week 16, Day 1, April 16Class Test |
| Week 16, Day 2, April 17Holiday |
| Week 16, Day 3, April 18 |
| Week 16, Day 4, April 19Revision of Unit 3& 4 |
| Week 16, Day 5, April 20Revision of Unit 3& 4 |
| Week 16, Day 6, April 21Holiday |
| Week17 **April 23 to April29** |
| Week17 , Day 1, April 23Revision of Unit 3& 4 |
| Week 17, Day 2, April 24Revision of Unit 3& 4 |
| Week 17, Day 3, April 25Revision of Unit 3& 4 |
| Week 17, Day 4, April 26Revision of Unit 3& 4 |
| Week 17, Day 5, April 27Revision of Unit 3& 4 |
| Week 17, Day 6, April 28Revision of Unit 3& 4 |
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**Note:- Assignment Will be given to students time to time.**