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