

## Lesson Plan

Name of the Assistant/ Associate Professor... Nisha Yadav

Class and Section: B.Com. Sem. IV

Subject: Marketing Management

Week	Date	Topics
1	1-Jan-18	V
	2-Jan-18	A
	3-Jan-18	C
	4-Jan-18	A
	5-Jan-18	T
	6-Jan-18	I
	7-Jan-18	Sunday
2	8-Jan-18	Chapter-1 Marketing → Concept & Definitions
	9-Jan-18	Nature & Scope, Approaches
	10-Jan-18	Importance, Major problems of Marketing
	11-Jan-18	Chapter 2 Marketing Concept - Development & Views
	12-Jan-18	Old & New Concept
	13-Jan-18	Pillars of Marketing & Significance of Concept
	14-Jan-18	Sunday
3	15-Jan-18	Assumption, Factors affecting New Concept
	16-Jan-18	Modern Marketing Concept & Its Limitations
	17-Jan-18	Chapter-3 Market Segmentation - Meaning & Definition
	18-Jan-18	Objectives & Reasons for Development
	19-Jan-18	Concept and Methods for Segmentation
	20-Jan-18	Basis for Market Segment
	21-Jan-18	Sunday
4	22-Jan-18	Vasant Panchami
	23-Jan-18	Basis for Market Segmentation
	24-Jan-18	Sir Chhotu Ram Jayanti
	25-Jan-18	Requirement of Segmentation
	26-Jan-18	Republic Day
	27-Jan-18	Strategies for Market Segmentation
	28-Jan-18	Sunday
5	29-Jan-18	Importance & Advantages of Market Segmentation
	30-Jan-18	Chapter-4 Consumer Behaviour - Meaning & Definition
	31-Jan-18	Types of Consumers, <sup>Economic</sup> Determinants

## Lesson Plan

Name of the Assistant/ Associate Professor Nisha Yadav

Class and Section: B.Com. Sem. IV

Subject: Marketing Management

Week	Date	Topics
	1-Feb-18	Psychological and Social Determinants
	2-Feb-18	personal Determinants & Importance
	3-Feb-18	Change in Behaviour & Effect on Marketing
	4-Feb-18	Sunday
6	5-Feb-18	Chapter-5 Product Planning- Meaning, characteristics
	6-Feb-18	Objectives, Elements, Importance
	7-Feb-18	Components of product planning.
	8-Feb-18	Product Development - Definition, Advantages
	9-Feb-18	Principles & Elements
	10-Feb-18	Maharshi Dayanand Saraswati Jayanti
	11-Feb-18	Sunday
7	12-Feb-18	Importance and Scope of product development
	13-Feb-18	Maha Shivratri
	14-Feb-18	Chapter-6 New Product - Meaning & Process.
	15-Feb-18	Generation and Screening of Ideas etc
	16-Feb-18	Test Marketing - procedure, advantage, disadvantage
	17-Feb-18	Failure of New product
	18-Feb-18	Sunday
8	19-Feb-18	Chapter-7 Product life Cycle - Meaning, Definition, Features
	20-Feb-18	stages of product life cycles - 4 stage
	21-Feb-18	Different shapes → 5 & 6 staged PLC
	22-Feb-18	Lengths of PLC & Marketing strategy for different stages
	23-Feb-18	Factors affecting PLC. Utilities of PLC
	24-Feb-18	Extension & limitation of PLC
	25-Feb-18	Sunday
9	26-Feb-18	Chapter-8 Product Identification - Meaning
	27-Feb-18	Holi Vacation
	28-Feb-18	Holi Vacation

## Lesson Plan

Name of the Assistant/ Associate Professor... Nisha Yadav  
 Class and Section: B.Com. Sem. IV  
 Subject: Marketing Management

Week	Date	Topics
	1-Mar-18	Guru Ravidas Birthday
	2-Mar-18	Holi
	3-Mar-18	Holi Vacation
	4-Mar-18	Sunday
10	5-Mar-18	Branding - Meaning, characteristics
	6-Mar-18	Brand Classification
	7-Mar-18	Factors affecting good Brand, Advantages of Branding
	8-Mar-18	Brand Policies & Strategy
	9-Mar-18	Packaging - Meaning, Need, Objectives
	10-Mar-18	Features, Functions and advantages
	11-Mar-18	Sunday
11	12-Mar-18	Classification, Packaging Policies & Strategy
	13-Mar-18	Labeling - Meaning, Types and advantages
	14-Mar-18	Chapter-9 Price and Pricing - Meaning, Importance
	15-Mar-18	Pricing Objectives
	16-Mar-18	Pricing policies
	17-Mar-18	Pricing policies
	18-Mar-18	Sunday
12	19-Mar-18	Factor affecting Pricing Decision
	20-Mar-18	Price Determination process
	21-Mar-18	Pricing methods
	22-Mar-18	Pricing strategies
	23-Mar-18	Price vs Non Price Competition
	24-Mar-18	Chapter-10 Advertising - Meaning, objectives
	25-Mar-18	Sunday/ Ram Navami
13	26-Mar-18	Functions and Importance
	27-Mar-18	Disadvantages, Criticism assailed.
	28-Mar-18	Principles of advertising
	29-Mar-18	Mahavir Jayanti
	30-Mar-18	Chapter - 11 Advertising Media - Meaning, Types
	31-Mar-18	Outdoor Advertising - Types, Merits, limitations

## Lesson Plan

Name of the Assistant/ Associate Professor. Nisha Yadav

Class and Section: B.Com. Sem IV

Subject: Marketing Management

Week	Date	Topics
14		Sunday
	1-Apr-18	
	2-Apr-18	Direct Mail Advertising - Features, Forms, Limitations
	3-Apr-18	Entertainment Advertising - Types
	4-Apr-18	Promotional Advertising, Factors Affecting selection of advertising media
	5-Apr-18	<u>Chapter-12 Advertising Effectiveness</u> . Meaning, Method
	6-Apr-18	Communication Research
	7-Apr-18	Difficulties in evaluating Advertising Effectiveness
15	8-Apr-18	Sunday
	9-Apr-18	<u>Chapter-13 Sales Promotion</u> - Meaning, characteristics
	10-Apr-18	Objectives, Reasons for growth
	11-Apr-18	Importance, Tools
	12-Apr-18	Advantages and Disadvantage of Sales Promotion
	13-Apr-18	<u>Chapter-14 Publicity</u> - Meaning and definition
	14-Apr-18	Dr Ambedkar Jayanti / Vaisakhi
	15-Apr-18	Sunday
16	16-Apr-18	Characteristics and Forms of Publicity
	17-Apr-18	Public Relation - Meaning and Definition
	18-Apr-18	Parashurama Jayanti
	19-Apr-18	Public Relation Department and its functions
	20-Apr-18	Public Relations Tools
	21-Apr-18	Revision
	22-Apr-18	Sunday
	17	23-Apr-18
24-Apr-18		Revision
25-Apr-18		Revision
26-Apr-18		Revision
27-Apr-18		Revision
28-Apr-18		Revision