

Saraswati Mahila Mahavidyalaya, Palwal

Lesson Plan :

Name of the Assistant/Associate Professor: *Ms. Babita Bansal*

Class and Section: *Bcom III (IV)*

Name of subject: *Marketing Mgt.*

Subject Lesson Plan : 18 weeks (from January 2018 to April 2018)

(Note: Prepare as per list of holidays declared by Haryana govt.)

WEEK 1 <i>Marketing</i>
ASSIGNMENT:
WEEK 1, DAY 1, DATE :01/01/2018(MONDAY) <i>Marketing (Introduction) about subject</i>
WEEK 1, DAY 2, DATE :02/01/2018(TUESDAY) <i>Marketing Marketing Mgt. Defination → <i>Narrow</i> → <i>modern</i></i>
WEEK 1, DAY 3, DATE :03/01/2018(WEDNESDAY) <i>Product-oriented defination customer-oriented defination</i>
WEEK 1, DAY 4, DATE :04/01/2018(THURSDAY) <i>customer-oriented defination Some other defination</i>
WEEK 1, DAY 5, DATE :05/01/2018(FRIDAY) Holiday on account of Guru Govind Singh's Birthday
WEEK 1, DAY 6, DATE :06/01/2018(SATURDAY)

Nature & Scope of Marketing
Nature

Marketing science or an art

WEEK 2

ASSIGNMENT:

WEEK 2, DAY 1, DATE : 08/01/2018 (MONDAY)

Approaches of Marketing :-

WEEK 2, DAY 2, DATE : 09/01/2018 (TUESDAY)

Scope of Marketing :-
Managerial Activities

WEEK 2, DAY 3, DATE : 10/01/2018 (WEDNESDAY)

Functional Activities

WEEK 2, DAY 4, DATE : 11/01/2018 (THURSDAY)

Marketing Function

- Merchandising
- Physical
- Facilitating

WEEK 2, DAY 5, DATE : 12/01/2018 (FRIDAY)

Functions of Marketing :-

WEEK 2, DAY 6, DATE : 13/01/2018 (SATURDAY)

Importance of Marketing

WEEK 3

ASSIGNMENT:

WEEK 3, DAY 1, DATE :15/01/2018(MONDAY)

Problems of Marketing in India

WEEK 3, DAY 2, DATE :16/01/2018(TUESDAY)

Difference b/w Selling & Marketing

WEEK 3, DAY 3, DATE :17/01/2018(WEDNESDAY)

Revision — Marketing

WEEK 3, DAY 4, DATE :18/01/2018(THURSDAY)

Class Test of 1st chapter

WEEK 3, DAY 5, DATE :19/01/2018(FRIDAY)

Marketing Concept
Diff. b/w Marketing & Marketing Concept

WEEK 3, DAY 6, DATE :20/01/2018(SATURDAY)

Development of Marketing Concept
(4 stages)

WEEK 4

ASSIGNMENT:

WEEK 4, DAY 1, DATE :22/01/2018(MONDAY)

Holiday on account of Basant Panchmi.

WEEK 4, DAY 2, DATE :23/01/2018(TUESDAY)

Different Marketing Concept

WEEK 4, DAY 3, DATE :24/01/2018(WEDNESDAY)

Holiday on account of Sir Chotu Ram Jayanti.

WEEK 4, DAY 4, DATE :25/01/2018(THURSDAY)

Old Concept of Marketing
- New Concept of Marketing

WEEK 4, DAY 5, DATE :26/01/2018(FRIDAY)

Holiday on account of Republic Day.

WEEK 4, DAY 6, DATE :27/01/2018(SATURDAY)

Fundamental Pillars of Marketing Concept
Customer-oriented
Integrated Marketing

WEEK 5

ASSIGNMENT:

WEEK 5, DAY 1, DATE :29/01/2018(MONDAY)

Customer Satisfaction
Customer Welfare

WEEK 5, DAY 2, DATE :30/01/2018(TUESDAY)

Difference b/w old & New Concept

WEEK 5, DAY 3, DATE :31/01/2018(WEDNESDAY)

Holiday on account of Guru Ravi Dass Jayanti

WEEK 5, DAY 4, DATE :01/02/2018(THURSDAY)

Marketing concept characteristics

Factor affecting the adoption of New Marketing Concept

WEEK 5, DAY 5, DATE : 02/02/2018 (FRIDAY)

Modern Marketing Concept in India

WEEK 5, DAY 6, DATE : 03/02/2018 (SATURDAY)

Revision of Marketing Concept

WEEK 6

ASSIGNMENT: Marketing Concept

WEEK 6, DAY 1, DATE : 05/02/2018 (MONDAY)

Class Test - Marketing Concept (I)

WEEK 6, DAY 2, DATE : 06/02/2018 (TUESDAY)

Market Segmentation / (Concept)
Objectives & Reasons of Marketing Segment

WEEK 6, DAY 3, DATE : 07/02/2018 (WEDNESDAY)

Concept of Marketing Segment / Methods of Segmentation

- Mass Marketing
- Product-Differentiation
- Target-Marketing

WEEK 6, DAY 4, DATE : 08/02/2018 (THURSDAY)

Basis of Segmentation

- Geographical
- Demographic
- Psychographic & Behavioural

WEEK 6, DAY 5, DATE : 09/02/2018 (FRIDAY)

Requirements for an effective segmentation

WEEK 6, DAY 6, DATE : 10/02/2018 (SATURDAY)

Holiday on account of Maharshi Dayanand Saraswati Jayanti.

WEEK 7

ASSIGNMENT:

WEEK 7, DAY 1, DATE : 12/02/2018 (MONDAY)

undifferentiated Mktg concept
Differentiated
concentrated

WEEK 7, DAY 2, DATE : 13/02/2018 (TUESDAY)

Holiday on account of Maha Shivaratri.

WEEK 7, DAY 3, DATE : 14/02/2018 (WEDNESDAY)

Selecting Marketing Strategy
Product differentiation & Mkt. segmentation

WEEK 7, DAY 4, DATE : 15/02/2018 (THURSDAY)

Revision of Mkt. Segmentation

WEEK 7, DAY 5, DATE : 16/02/2018 (FRIDAY)

Consumer Behaviour Intro, Definition
Types of Consumer

WEEK 7, DAY 6, DATE : 17/02/2018 (SATURDAY)

Determinants of CB1 -

- Economic
- Sociological
- Psychological ✓
- Personal

WEEK 8

ASSIGNMENT: Pricing strategies

WEEK 8, DAY 1, DATE : 19/02/2018 (MONDAY)

Determinants

- Psychological
- Personal

WEEK 8, DAY 2, DATE : 20/02/2018 (TUESDAY)

Change in Consumer Behaviour

Behaviour in India

WEEK 8, DAY 3, DATE : 21/02/2018 (WEDNESDAY)

Product Planning & Development

Product Planning :-

- objectives, Elements

WEEK 8, DAY 4, DATE : 22/02/2018 (THURSDAY)

Components of product planning

- Product Innovation
- Product Diversification
- Product standardisation & Product Elimination

WEEK 8, DAY 5, DATE : 23/02/2018 (FRIDAY)

Product Development :-

- Principles

WEEK 8, DAY 6, DATE : 24/02/2018 (SATURDAY)

Elements of Product Development

WEEK 9

ASSIGNMENT:

WEEK 9, DAY 1, DATE :26/02/2018(MONDAY)

Scope of Product Planning & Development
organisation of (PPD)

WEEK 9, DAY 2, DATE :27/02/2018(TUESDAY)

Text - Product Planning & Development

WEEK 9, DAY 3, DATE :28/02/2018(WEDNESDAY)

VACATION -II

WEEK 9, DAY 4, DATE :01/03/2018(THURSDAY)

VACATION -II

WEEK 9, DAY 5, DATE :02/03/2018(FRIDAY)

VACATION -II

WEEK 9, DAY 6, DATE :03/03/2018(SATURDAY)

VACATION -II

WEEK 10

ASSIGNMENT: Product Planning & Development

WEEK 10, DAY 1, DATE :05/03/2018(MONDAY)

Development of new Product
- New product
- New Product Development Process

WEEK 10, DAY 2, DATE :06/03/2018(TUESDAY)

Test marketing
Process of Test marketing
- Guiding principles of Test marketing

WEEK 10, DAY 3, DATE :07/03/2018(WEDNESDAY)

PLC Intro

Defination, features of Product life cycle

WEEK 10, DAY 4, DATE :08/03/2018(THURSDAY)

stages of Product life cycle

WEEK 10, DAY 5, DATE :09/03/2018(FRIDAY)

factors affecting PLC

WEEK 10, DAY 6, DATE :10/03/2018(SATURDAY)

utility & extension of PLC

WEEK 11

ASSIGNMENT: PLC

WEEK 11, DAY 1, DATE :12/03/2018(MONDAY)

UNIT - III

Product Identification - Branding
Concept → Brand name
Brand mark
Trade mark

WEEK 11, DAY 2, DATE :13/03/2018(TUESDAY)

Difference b/w Brand & Trademark

WEEK 11, DAY 3, DATE : 14/03/2018 (WEDNESDAY)

Brand Classification) -

- on the basis of ownership
- on the basis of market area

WEEK 11, DAY 4, DATE : 15/03/2018 (THURSDAY)

- On the basis of no. of products
- on the basis of use

WEEK 11, DAY 5, DATE : 16/03/2018 (FRIDAY)

Essential features of a Good Brand

Why Branding is necessary?

WEEK 11, DAY 6, DATE : 17/03/2018 (SATURDAY)

Is Branding socially desirable?

Brand policies & strategies) -

- Adopted by manufactures

WEEK 12

ASSIGNMENT:

WEEK 12, DAY 1, DATE : 19/03/2018 (MONDAY)

- Brand policies & strategies adopted by the middlemen
- other Brand policies

WEEK 12, DAY 2, DATE : 20/03/2018 (TUESDAY)

Brand Testing

- Reason for not using Brand

WEEK 12, DAY 3, DATE : 21/03/2018 (WEDNESDAY)

Packaging - Diff. b/w Packaging & Packing
Essential features

WEEK 12, DAY 4, DATE : 22/03/2018 (THURSDAY)

Functions of Packaging
classifications -

WEEK 12, DAY 5, DATE : 23/03/2018 (FRIDAY)

Holiday on account of Shahidi diwas.

WEEK 12, DAY 6, DATE : 24/03/2018 (SATURDAY)

Packaging Decisions
Packaging Policies

WEEK 13

ASSIGNMENT: Branding & Packaging

WEEK 13, DAY 1, DATE : 26/03/2018 (MONDAY)

Packaging Strategies

WEEK 13, DAY 2, DATE : 27/03/2018 (TUESDAY)

Labelling :-
- Contents
- Types
- objectives

WEEK 13, DAY 3, DATE : 28/03/2018 (WEDNESDAY)

Product Pricing -
Components of Price
Meaning, Importance

WEEK 13, DAY 4, DATE : 29/03/2018 (THURSDAY)

Holiday on account of Mahavir Jayanti.

WEEK 13, DAY 5, DATE : 30/03/2018 (FRIDAY)

Pricing objectives

WEEK 13, DAY 6, DATE : 31/03/2018 (SATURDAY)

Pricing policies

- on the basis of Cost & Demand
- on the basis of Price level
- On the basis of Flexibility

WEEK 14

ASSIGNMENT:

Branding

WEEK 14, DAY 1, DATE : 02/04/2018 (MONDAY)

- On the basis of Flexibility
- on the basis of geographical conditions

WEEK 14, DAY 2, DATE : 03/04/2018 (TUESDAY)

- On the basis of specialities
- Factor affecting Pricing decisions
- Price determination Process

WEEK 14, DAY 3, DATE : 04/04/2018 (WEDNESDAY)

Pricing methods:-

- Cost based
- Demand based
- Competition based

WEEK 14, DAY 4, DATE : 05/04/2018 (THURSDAY)

Pricing policies & strategies:-

- Skimming the cream
 - Low Penetration
- Discount Policy:-
- Discount, Rebate, Premium

WEEK 14, DAY 5, DATE : 06/04/2018 (FRIDAY)

Advertising:- Functions, Advantages, disadvantages Principles

WEEK 14, DAY 6, DATE : 07/04/2018 (SATURDAY)

Advertising media:-

Types:- Press, outdoor, Mail

WEEK 15

ASSIGNMENT: Advertising

WEEK 15, DAY 1, DATE : 09/04/2018 (MONDAY)

Media Entertainment

Promotional advertising

Factors affecting the selection of adv. media

WEEK 15, DAY 2, DATE : 10/04/2018 (TUESDAY)

Evaluation of adv. effectiveness:-

Methods:-

Sales Research

WEEK 15, DAY 3, DATE :11/04/2018(WEDNESDAY)

Communication Research) -

Pre-testing - testing
Concurrent - testing
Post-testing

WEEK 15, DAY 4, DATE :12/04/2018(THURSDAY)

Sales Promotion Concept & Importance
Tools) -

Consumer
Dealer
Sales force

WEEK 15, DAY 5, DATE :13/04/2018(FRIDAY)

Publicity & Public Relation) -
Forms of Publicity

WEEK 15, DAY 6, DATE :14/04/2018(SATURDAY)

Holiday on account of Vaisakhi & Dr B.R. Ambedkar's Jayanti.

WEEK 16

ASSIGNMENT:

WEEK 16, DAY 1, DATE :16/04/2018(MONDAY)

Public Relation Tools

Revision of Advertising

WEEK 16, DAY 2, DATE :17/04/2018(TUESDAY)

class - Test advertising

WEEK 16, DAY 3, DATE :18/04/2018(WEDNESDAY)

Holiday on account of Maharshi Pasuram Jayanti

WEEK 16, DAY 4, DATE : 19/04/2018 (THURSDAY)

Presentation on - Sales promotion & Publicity

WEEK 16, DAY 5, DATE : 20/04/2018 (FRIDAY)

Discussion - Advertising
Media
Evaluation of Adv. effectiveness

WEEK 16, DAY 6, DATE : 21/04/2018 (SATURDAY)

Revision :- PLC

WEEK 17

ASSIGNMENT: Advertising - U - IV
WEEK 17, DAY 1, DATE : 23/04/2018 (MONDAY)

Revision - Product Branding, Labelling
Packaging

WEEK 17, DAY 2, DATE : 24/04/2018 (TUESDAY)

Revision - new Product Development

WEEK 17, DAY 3, DATE : 25/04/2018 (WEDNESDAY)

Revision - Product Development

Pasuram

Product Planning & Development

WEEK 17, DAY 5, DATE :27/04/2018(FRIDAY)

Revision - Consumer Behaviour

WEEK 17, DAY 6, DATE :28/04/2018(SATURDAY)

Revision - U-I

WEEK 18

ASSIGNMENT:

WEEK 18, DAY 1, DATE :30/04/2018(MONDAY)

class Test - U-I

T. Sahni