

# SARASWATI MAHILA MAHAVIDYALAYA, PALWAL

## LESSON PLAN

Class : M.Com(Final)

Semester : 3<sup>rd</sup>

Paper : Marketing

Session : 2020-21

| Lectures | Topic  |
|----------|--|
| L-1      | Introduction of Marketing                          |
| L-2      | Concept, Nature & Scope of Marketing               |
| L-3      | Concept of Relationship Marketing                  |
| L-4      | Integrated Marketing                               |
| L-5      | Internal Marketing                                 |
| L-6      | Marketing Performance                              |
| L-7      | Features of Integrated Marketing                   |
| L-8      | Marketing task                                     |
| L-9      | Core Competencies                                  |
| L-10     | Meaning, Objectives, Functions of Marketing        |
| L-10     | Nature of Marketing                                |
| L-11     | Meaning of Strategic Planning, Strategic Marketing |
| L-12     | Levels of Marketing Planning                       |
| L-13     | Process of " "                                     |
| L-14     | " " " "  |
| L-15     | Meaning, Nature, essentials of Marketing Strategy  |
| L-16     | Meaning of Marketing environment                   |
| L-17     | Macro & Micro M.Env.                               |
| L-18     | Indian M.Env.                                      |

| Lectures | Topic   |
|----------|---|
| L-19     | Meaning, Features, Importance of Env. Scanning      |
| L-20     | ETOP  |
| L-21     | Meaning, Importance, Cost of Market Segmentation    |
| L-22     | Basis for Market Segmentation                       |
| L-23     | Product Positioning                                 |
| L-24     | Determinants of " "                                 |
| L-25     | Process & Errors " "                                |
| L-26     | Introduction of Consumer behaviour.                 |
| L-27     | Process of Buying Behaviour                         |
| L-28     | Buyer Behaviour Models                              |
| L-29     | Determinants of Buying behaviour                    |
| L-30     | Meaning, characteristics of Org. buying behaviour   |
| L-31     | Customer Value & Satisfaction                       |
| L-32     | Customer Loyalty & Satisfaction                     |
| L-33     | Concept, characteristics, classification of Product |
| L-34     | Product Mix decision                                |
| L-35     | Product Life cycle                                  |
| L-36     | Problems of Product Life cycle                      |
| L-37     | Meaning & characteristics of Product Planning       |
| L-38     | Meaning & Importance of Product Development         |
| L-39     | Product Innovation                                  |
| L-40     | Test Marketing                                      |
| L-41     | Diffusion of Innovation                             |
| L-42     | Meaning, Role, Features of Branding                 |

| Lectures | Topic  |
|----------|--|
| L-43     | Merits, Limitation, Types of Brands                |
| L-44     | Brand Equity & Loyalty, Components                 |
| L-45     | Factors effecting Brand Equity                     |
| L-46     | Trade Mark   |
| L-47     | Packaging  |
| L-48     | Meaning, Objectives, Factors of Pricing            |
| L-49     | Methods of Pricing                                 |
| L-50     | Pricing Policies & Strategies                      |
| L-51     | Introduction, Process, Importance of Communication |
| L-52     | Promotion, Promotion Mix                           |
| L-53     | Meaning, Features of Advertisement                 |
| L-54     | Importance, Limitation of Advt.                    |
| L-55     | Advt. Media  |
| L-56     | Advt. Budget                                       |
| L-57     | Preparation of effective advertisement             |
| L-58     | Advt. evaluation                                   |
| L-59     | Meaning, Features of Personal Selling              |
| L-60     | Process of Personal Selling                        |
| L-61     | Meaning, Features, Imp of Publicity.               |
| L-62     | Meaning, Nature of Dist. channels                  |
| L-63     | Functions & types of " "                           |
| L-64     | Intermediaries of " "                              |
| L-65     | Channel Mgt. Decision                              |
| L-66     | Areas in Mgt. of Physical Distribution.            |