

SARASWATI MAHILA MAHAVIDYALAYA, PALWAL

LESSON PLAN

Class: B.Com 2nd year

Semester: IV

Paper: Marketing Management Code: 4.05

Sessions: 2021-2022

Lectures	Topic
1-20	Unit- I Introduction: - Nature, Scope, Importance of marketing; Marketing concepts- Traditional and Modern. Market Segmentation: - Concept, Importance and basis of market segmentation.
21-40	Unit- II Consumer Behavior: - Nature, Scope, Importance, Factors affecting buyer behavior. Product Planning and Development: - Importance and scope of product Planning in marketing; Stages of New product development. Product Lifecycle: - Stages of Product life cycle; factors affecting product life cycle.
41-55	Unit-III Communication and Control: Communication Concept, Nature, Types and Process, Barriers and Remedies. Control: Concept, Process and Techniques, Effective Control System.
56-72	Unit- IV Advertising: - Concept; Importance and criticism of advertising; Media of advertising; Evaluating advertising effectiveness. Sales Promotion: - Importance, Methods, Functions and Publicity.