

Lesson Plan

Shashi Bala.

Session 2019-2020

Class: B.Com 2nd sem.
 Subject: fundamentals of marketing
 Semester-2nd

Session 2019-2020

Date	Lecture	Topic of Lecture
01.01.2020	L-1	Introduction of marketing
02.01.2020		Guru Gobind Singh Jayanti
03.01.2020	L-2	Marketing management
04.01.2020	L-3	Product oriented definitions
05.01.2020		Sunday
06.01.2020	L-4	Customer oriented definitions
07.01.2020	L-5	Nature of marketing
08.01.2020	L-6	Scope of marketing
09.01.2020	L-7	Functions of marketing
10.01.2020	L-8	Importance of marketing
11.01.2020	L-9	Difference b/w selling & mktng.
12.01.2020		Sunday
13.01.2020	L-10	Historical development of mkt. concept
14.01.2020	L-11	Different concepts of marketing.
15.01.2020	L-12	Traditional concept of mkt.
16.01.2020	L-13	Modern concept of mkt.
17.01.2020	L-14	Pillars of modern marketing concept.
18.01.2020	L-15	Comparison of Traditional & modern concepts.
19.01.2020		Sunday
20.01.2020	L-16	Defn. & obj. of mkt. mgt.
21.01.2020	L-17	Nature of marketing mgt.
22.01.2020	L-18	Scope of mkt. mgt.
23.01.2020	L-19	Problems of mkt. mgt. in India.
24.01.2020	L-20	Mkt. mgt. vs. sales mgt.
25.01.2020	L-21	Qualities of mkt. mgt.
26.01.2020		Sunday/Republic Day
27.01.2020	L-22	Intro. of marketing mix.
28.01.2020	L-23	Nature of marketing mix.
29.01.2020	L-24	Elements of marketing mix.
30.01.2020		Basant Purnami/Shri Chhotu Ram Jayanti
31.01.2020	L-25	factors effecting mkt. mix.
01.02.2020	L-26	importance of mkt. mix.
02.02.2020	£-	Sunday

03.02.2020	L-27	meaning and nature of mkt. env.
04.02.2020	L-28	components of mkt. environment
05.02.2020	L-29	Internal mkt. environment
06.02.2020	L-30	External " "
07.02.2020	L-31	Micro mkt. Env.
08.02.2020	L-32	Macro " "
09.02.2020	Sunday/Guru Ravidas's Birthday	
10.02.2020	L-33	Impact of env. on mkt.
11.02.2020	L-34	major problems of mkt. in India.
12.02.2020	L-35	Trends in Global mkt. env.
13.02.2020	Unit Test	
14.02.2020		
15.02.2020		
16.02.2020	Sunday	
17.02.2020	L-36	Intro. of market Segmentation.
18.02.2020	L-37	objectives of mkt. "
19.02.2020	L-38	Reasons for the development of mkt. Segmentation
20.02.2020	L-39	Criteria for effective segmentation
21.02.2020	Maha Shivratri	
22.02.2020	L-40	methods of mkt. Segmentation
23.02.2020	Sunday	
24.02.2020	L-41	Approaches to mkt. Segmentation
25.02.2020	L-42	Segmentation strategies
26.02.2020	L-43	selection of a mkt. Strategy
27.02.2020	L-44	Product positioning
28.02.2020	L-45	Target mkt. Niche mkt.
29.02.2020	L-46	Intro. of Consumer Behaviour
01.03.2020	Sunday	
02.03.2020	L-47	Types of Consumers
03.03.2020	L-48	Determinants of consumer behaviour.
04.03.2020	L-49	Difficulties in understanding " "
05.03.2020	L-50	changes in Behaviour of Indian Consumers.
06.03.2020	L-51	Introduction to product concept.
07.03.2020	L-52	features and importance of Product
08.03.2020		
09.03.2020		
10.03.2020		
11.03.2020	Holi Break	
12.03.2020		

16.03.2020	L-53	levels of Product	
17.03.2020	L-54	Product classification	
18.03.2020	L-55	Comparison among different Products	
19.03.2020	L-56	Intro. of Product mix	
20.03.2020	L-57	Dimensions of prod. mix	
21.03.2020	L-58	factors effecting Product mix	Sunday
22.03.2020			
23.03.2020			Shahidi Diwas
24.03.2020	L-59	optimum Product mix.	
25.03.2020	L-60	Product differentiation	
26.03.2020	L-61	meaning of Brand, name, logo, Trademark.	
27.03.2020	L-62	Reasons for Branding.	
28.03.2020	L-63	Types of Brands	Sunday
29.03.2020			
30.03.2020	L-64	Brand policies and strategies.	
31.03.2020	L-65	Intro. of Packaging	
01.04.2020	L-66	Classifications and functions of Packaging.	
02.04.2020			Ram Navmi
03.04.2020	L-67	labelling	
04.04.2020	L-68	Intro. of PLC.	Sunday
05.04.2020			
06.04.2020			Mahavir Jayanti
07.04.2020	L-69	Stages of PLC.	
08.04.2020	L-70	factors effecting PLC.	
09.04.2020	L-71	Importance & Limitations of PLC.	
10.04.2020	L-72	meaning of new product.	
11.04.2020	L-73	New Product development Process.	Sunday
12.04.2020			
13.04.2020	L-74	Test marketing	
14.04.2020			Dr. B.R. Ambedkar's Jayanti
15.04.2020	L-75	Commercialisation.	
16.04.2020	L-76	Reasons for failure of a new Product.	
17.07.2020	L-77	Intro. of Pricing in marketing mix.	
18.04.2020	L-78	Pricing obj. & Policies	Sunday
19.04.2020			
20.04.2020	L-79	Price determination Process.	

21.04.2020	L-80	Pricing strategies.
22.04.2020	L-81	Intro. of Promotion mix.
23.04.2020	L-82	obj, methods of Promotion mix.
24.04.2020	L-83	factors effecting Promotion mix.
25.04.2020	L-84	optimum Promotion mix.
26.04.2020		Sunday
27.04.2020	L-85	Intro. of Distribution Channels.
28.04.2020	L-86	Role, functions, types of Dist. Channel.
29.04.2020	L-87	Dist. Policies and Str.
30.04.2020	L-88	Revision of subject.