Name of the Teacher:\_\_Gazal Malhotra\_\_ Class:\_\_\_B.com IInd Year(C &D) \_\_\_ Subject :Principles of Marketing

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **17-31 July 2017** | **Introduction :** nature, scope and importance of marketing; marketing concepts – traditional Vs modern; marketing management | **Classroom Presentation** |
|  | **01-31 Aug 2017** | Marketing mix.  Analysis of marketing environment – demographic, political, economic, socio-cultural, natural, technological, and legal; growing relevance of marketing in India; impact of global marketing.  Market Segmentation: concept, target market, bases of market segmentation; niche market  understanding consumer behavior. | **Power point Presentation** |
|  | **01-30 Sept 2017** | Promotion: elements of promotion mix; roles of advertising; publicity; personal selling; sales promotion; public relations; logistics and channel decisions: channel types, role and factors affecting choice of channels.  Pricing: pricing objectives; factors influencing pricing; pricing policies and strategies. | **Debate** |
|  | **01-31 Oct 2017** | Product: meaning, classification, product mix and product line decisions, product differentiation; branding; packaging; labelling;  product life cycle; new product development process;  Marketing Information System (MIS): concept, components; Marketing Research: meaning. Recent trends in marketing | **Classroom Presentation** |
|  | **01-13 Nov 2017** | Online marketing; changing retailing scenario. | **Revision and Tests** |

**Topics of Assignments/ Class Tests to be given to the Students:**

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| **Assignment 1** | **Impact of Chinese products on Indian Market** |
| **Assignment 2** | **Factors affecting Marketing Environment, Basis of Market segmentation, Determinants of Consumer Behaviour** |
| **Class Test** | **Chapter 1 to 20** |