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| Sr.No. | Week | Date | Topics to be covered |
| 1. | 1 | Jan. 01 – jan. 04 | Marketing – An Introduction |
| 2. | 2 | Jan. 06 – jan. 11 | Marketing concept |
| 3. | 3 | Jan.13- jan.18 | Market segmentation |
| 4. | 4 | Jan. 20- Jan25 | Publicity and Public Relations |
| 5. | 5 | Jan27-feb. 01 | Consumer Behaviour |
| 6. | 6 | Feb.03- feb.08 | Product Planning and Development |
| 7. | 7 | Feb.10-feb.15 | Development of New Product |
| 8. | 8 | Feb 17-Feb.22 | Sales Promotion |
| 9. | 9 | Feb24-March 01 | Product Life Cycle |
| 10. | 10 | March03- march 08 | Branding |
| 11. | 11 | March 17- march 22 | Product Pricing |
| 12. | 12 | March24-March29 | Advertising |
| 13. | 13 | March31-april 05 | Evaluation of Advertising Effectiveness |
| 14. | 14 | April07-april 12 | Advertising Media |
| 15. | 15 | April 14-april 19 | Revision |
| 16 | 16 | April 21- april 26 | Revision |
| 17 | 17 | April 28- April 30 | Revision |
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