Government College for Women , Pali , Rewari Haryana123102

Lesson Plan(Session2024-25)

Name : Dr.Ritu Rani

Subject : Principles of Marketing

Class and Semester : B.com. sem.2

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| Week1 Jan.1-Jan.4Marketing : Concept, scope,Evolution of marketing,Understanding Marketing in new Persepctives |
| Week 2 Jan 6-Jan 11Marketing Environment : Concept and Importance |
| Week3 Jan. 13- Jan.18Micro Environmenta factors : Suppliers, customers, Marketing intermediaries ,competitors , public |
| Week4 Jan.20 – Jan.25Macro Enviromental factors : Demographic , economic,Natural , technological, political legal and socio - cultural |
| Week5 Jan.27 – Feb.1Consumer behaviour : Concept , nature and importance ,  |
| Week6 Feb.3 – Feb.8Consumer Buying decision Process, factors Influencing Consumer behaviour |
| Week 7 Feb.10 – Feb.15Market segmentation , target and Positioning : Concept and Strategies , importance |
| Week8 Feb.17 – Feb.22Product : Concept , Importance and Classification |
| Week 9 Feb. 24 – March1Branding , Packing and Labelling , Product life cycle |
| Week 10 March 3- March8New product Development , Pricing : Concept , significance  |
| Week11 March 17-March 22Price determination , Pricing policies and strategies |
| Week 12 March 24- March29Promotion : Nature and importance ,advertising ,personal selling ,sales promotion ,and publicity\ public relations  |
| Week 13March 31-April 05Factors affecting promotion mix decisions , distribution : Concept , importance and types of distribution channel |
| Week 14 April 7- April 12Factors affecting choice of distribution channel, Retailing , wholesaling , |
| Week 15 April 14 – April 19Developments in marketing : Social marketing , Online marketing , Direct Marketing |
| Week 16 April 21-April 26Green Marketing : Relationshipm Marketing |
| Week 17 April 28-April 30Revision |