

Principal of Marketing

Session Jan-2026

Mrs. Seema Rani

B.Com-II Sem

Week 1 (1-3) Jan,2026	Define Marketing and its importance
Week 2 (5-10) Jan,2026	Analyzing the Marketing Environment
Week 3 (12-17) Jan,2026	Understanding Consumer Behavior and Decision Making
Week 4 (19-24) Jan,2026	Learn How to segment Market and identify Target Audience
Week 5 (27-31) Jan,2026	Understand Product Development and Branding
Week 6 (2-7) Feb,2026	Learn how to determine Prices using different pricing strategies
Week 7 (9-14)Feb,2026	Understand distribution channels and logistics
Week 8 (16-21)Feb,2026	Learn how to Create effective promotional campaign
Week 9 (23-28) Feb,2026	Understand digital Marketing Channels and strategies
Week 10 (9-14),March,2026	Learn how to evaluate marketing Matrics andROI
Week 11 (16-20)March,2026	Understand Marketing Planning and Control
Week 12 (24-28)March,2026	Understand product life cycle and Product Development
Week13 (30 Mar- 4 April),2026	Understand Branding and Brand equity
Week 14 (6-11)April,2026	Understand Servicing marketing and CRM
Week 15 (13-18) April,2026	Learn how to conduct Marketing Research and Analysis
Week 16 (19-25)April,2026	Understand Marketing strategies and Planning
Week 17 (27 April-2 May),2026	Understand Ethics and social responsibilities in marketing
Week 18 (4-9) May,2026	Reviewing Key Marketing concepts
Week 19 (11-14) May,2026	Revision