

Name of the Teacher :Ritu Rani

Class : B.com.(4th sem.)

Subject : Marketing Management

Sr.No.	Week	Date	Topics to be covered
1.	1	March 21 – March 26	Marketing – An Introduction
2.	2	March 28 – April 2	Marketing concept
3.	3	April4- April9	Market segmentation
4.	4	April11- April16	Revision
5.	5	April 18-April23	Consumer Behaviour
6.	6	April25- April 30	Product Planning and Development
7.	7	May 2-May7	Development of New Product
8.	8	May9-May14	Revision
9.	9	May 16-May 21	Product Life Cycle
10.	10	May23-May28	Branding
11.	11	May30-June 4	Product Pricing
12.	12	June 6-June11	Advertising
13.	13	June13-June18	Revision
14.	14	June20-June25	Advertising Media
15.	15	June27-July2	Evaluation of Advertising Effectiveness
16.	16	July4-July9	Sales Promotion
17.	17	July11-July16	Publicity and Public Relations
18.	18	July 18-July 23	Revision

