DPG DEGREE COLLEGE GURGAON

 LESSON PLANNER FOR THE SEMESTER II/IV/VI (A.Y. -2017-18)

**NAME OF THE TEACHER: chand singh *(Assistant Professor)***

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|  | **CLASS** | **B.Com- 2nd Year Semester-4th (Section A,B)** |
|  | **SUBJECT** | **Marketing management** |
|  |  | **TOPICS COVERED** |
| **CHAPTER 1****WEEK 1****1/1/18** | **WEEK 1 Day 1** **1.1.1****1.2.1** |  **Unit I** **marketing** : an introductionnature and scope of marketing |
| **2/1/18** | **WEEK 1 Day 2** **1.3.1** **1.3.2****1.3.3****1.3.4** | Function of marketingResearch functionExchange functionPhysical functionFacilitating function |
| **3/1/18** | **WEEK 1 Day3****1.4.1** | Importance of marketing for diff section of society and as business function |
| **4/1/18** | **WEEK 1 Day 4****1.5.1** | Importance of marketing in the economic development |
| **5/1/18** | **WEEK 1 Day 5****1.6.1****1.7.1****1.8.1** | Marketing as a science and artObjective of marketingDifference between selling and marketing |
| **CHAPTER 2****6/1/18** | **WEEK 1 Day 6****2.1.1****2.2.1** | **Marketing concept** : meaningdiff b/w marketing and marketing concept |
| **WEEK 2****8/1/18** | **WEEK 2 Day 1****2.3.1****2.4.1** | Different type of marketing concept : Old and new concept of marketing |
| **9/1/18** | **WEEK 2 Day 2****2.5.1** | Fundamental pillars of new concept of marketing |
| **10/1/18** | **WEEK 2 Day 3****2.6.1** | Diff b/w old and new concept |
| **11/1/18** | **WEEK 2 Day 4****2.7.1** | Factor affecting adoption of marketing concept |
| **Chapter 3****12/1/18** | **WEEK 2 Day 5****3.1.1****3.2.1****3.3.1** | **Marketing segmentation**: meaning and definitionobjective of segmentationdiff between market segment and segmentation |
| **13/1/18** | **WEEK 2 Day 6****3.4.1** | Reason for development of market segmentation , requirement for development |
| **CHAPTER 3****WEEK 3****15/1/18** | **WEEK 3 Day 1****3.5.1** | Method of market segmentation  |
| **16/1/18** | **WEEK 3 Day 2****3.6.1** | Concept and methods of market segmentation  |
| **17/1/18** | **WEEK 3 Day 3****3.7.1** | Market segmentation strategies |
| **18/1/18** | **WEEK 3 Day 4****3.8.1** | Importance of market segmentation |
| **Chapter 4****19/1/18** | **WEEK 3 Day 5****4.1.1****4.2.1** | **Consumer behaviour**: meaning type of consumer |
| **20/1/18** | **WEEK 3 Day 6****4.3.1****4.3.2****4.3.3** | Determinant of consumer behaviour: Economic determinant of consumer behaviour Social determinant of consumer behaviour |
| **WEEK 4****22/1/18** | **WEEK 4 Day 1****4.3.4****4.3.5** | Psychological determinant of consumer behaviour personal determinant of consumer behaviour |
| **23/1/18** | **WEEK 4 Day 2****4.4.1** | Problems in understanding consumer behaviour |
| **24/1/18** | **WEEK 4 Day 3****4.5.1** | Effects of change in consumer behaviour on marketing |
| **Chapter 5****25/1/18** | **WEEK 4 Day 4****5.1.1****5.2.1** | **Product planning and development**: meaning and definition Characteristics of product planning |
| **27/1/18** | **WEEK 4 Day 6****5.3.1****5.4.1** | Objective of product planningelements of product planning |
| **WEEK 5****29/1/18** | **WEEK 5 Day 1****5.5.1** | Importance of product planning  |
| **30/1/18** | **WEEK 5 Day 2****5.6.1** | Component of product planning |
| **31/2/18** | **WEEK 5 Day 3****5.7.1** | product development: meaning and principle |
| **1/2/18** | **WEEK 5 Day 4****5.8.1** | Adv of product development |
| **2/2/18** | **WEEK 5 Day 5****5.9.1** | element of product development |
| **3/2/18** | **WEEK 5 Day 6****5.10.1****5.11.1** | Importance of product development  scope of product development |
| **Chapter 6****WEEK 6****5/2/18** | **WEEK 6 Day 1****6.1.1****6.2.1****6.2.2****6.2.3** | **New product**: meaning New product development processGeneration of new product ideaScreening of idea |
| **6/2/18** | **WEEK 6 Day 2****6.2.4****6.2.5****6.2.6** | Business analysis Product development Test marketing |
| **7/2/18** | **WEEK 6 Day 3****6.3.1** | Definition and procedure of test marketing  |
| **8/2/18** | **WEEK 6 Day 4****6.4.1** | Guiding principles of test marketing |
| **9/2/18** | **WEEK 6 Day 5****6.5.1****6.6.1** | Difference b/w test marketing and product developmentAdvantages of test marketing |
| **10/2/18** | **WEEK 6 Day 6****6.7.1** | Limitation of test marketing  |
| **WEEK 7****12/2/18** | **WEEK 7 Day 1****6.8.1** | Failure of new product |
| **Chapter 7****13/2/18** | **WEEK 7 Day 2****7.1.1****7.2.1** | **Product life cycle**: meaning Feature of product life cycle. |
| **14/2/18** | **WEEK 7 Day 3****7.3.1****7.3.2****7.3.3** | Stages of product life cycleMarket introduction stageGrowth stage |
| **15/2/18** | **WEEK 7 Day 4****7.3.4****7.3.5** | Market maturity stageMarket decline stage |
| **16/2/18** | **WEEK 7 Day 5****7.4.1** | Diff shape and length of PLC |
| **17/2/18** | **WEEK 7 Day 6****7.5.1** | Marketing strategies during PLC |
| **WEEK 8****19/2/18** | **WEEK 8 Day 1****7.6.1** | Factors affecting PLC |
| **20/2/18** | **WEEK 8 Day 2****7.7.1****7.8.1** | Imp. Of PLCLimitation of PLC |
| **21/2/18** | **WEEK 8 Day 3****7.9.1** | Extension of PLC |
| **Chapter 8****22/2/18** | **WEEK 8 Day 4****8.1.1****8.2.1** | **Branding**: meaning of brand, brand name , mark, logo and trademarkReason of branding |
| **23/2/18** | **WEEK 8 Day 5****8.3.1****8.4.1** | Adv of branding disadvantages of branding |
| **24/2/18** | **WEEK 8 Day 6****8.5.1** | Type of brand |
| **WEEK 9****26/2/18** | **WEEK 9 Day 1****8.6.1** | Brand policies and strategies |
| **27/2/18** | **WEEK 9 Day 2****8.7.1** | Brand test and factor affecting good brand |
| **Chapter 9****28/2/18** | **WEEK 9 Day 3****9.1.1****9.2.1** | **Product pricing**: meaning Imp of price in marketing mix  |
| **1/3/18** | **WEEK 9 Day 4****9.3.1****9.4.1** | Pricing objective pricing policies |
| **3/3/18** | **WEEK 9 Day 6****9.5.1** | Factor affecting pricing decisions |
| **5/3/18** | **WEEK 10 Day 1****9.6.1** | Procedure for price determination |
| **6/3/18** | **WEEK 10 Day 2****9.7.1** | Pricing methods |
| **7/3/18** | **WEEK 10 Day 3****9.8.1** | New product pricing policies and strategies  |
| **Chapter 10****8/3/18** | **WEEK 10 Day 4****10.1.1****10.2.1** | **Advertising**: meaning characteristics of an effective advertising |
| **9/3/18** | **WEEK 10 Day 5****10.3.1****10.4.1** | Objective of advertisingfunction of advertising |
| **10/3/18** | **WEEK 10 Day 6****10.5.1** | Advantages of advertising  |
| **WEEK 11****12/3/18** | **WEEK 11 Day 1****10.5.1** | Advantages of advertising |
| **13/3/18** | **WEEK 11 Day 2****10.6.1** | Economic, social and ethical objections |
| **Chapter 11****14/3/18** | **WEEK 11 Day 3****11.1.1** | **Advertising media**: meaning and type  |
| **15/3/18** | **WEEK 11 Day 4****11.2.1** | Press advertising  |
| **16/3/18** | **WEEK 11 Day 5****11.3.1** | Outdoor advertising  |
| **17/3/18** | **WEEK 11 Day 6****11.4.1** | Mail advertising  |
| **WEEK 12****19/3/18** | **WEEK 12 Day 1****11.5.1** | Promotional advertising |
| **20/3/18** | **WEEK 12 Day 2****11.6.1** | Specialties advertising |
| **21/3/18** | **WEEK 12 Day 3****11.7.1** | Media selection decisions |
| **Chapter 12****22/3/18** | **WEEK 12 Day 4****12.1.1****12.2.1** | **Evaluation of advertising effectiveness**: meaning  objective  |
| **23/3/18** | **WEEK 12 Day 5****12.3.1** | Method of evaluating advertising effectiveness |
| **24/3/18** | **WEEK 12 Day 6****12.4.1** | Pre testing method |
| **WEEK 13****26/3/18** | **WEEK 13 Day 1****12.5.1** | Concurrent testing method |
| **27/3/18** | **WEEK 13 Day 2****13.6.1** | Post testing methods |
| **28/3/18** | **WEEK 13 Day 3****12.7.1** | Difficulties in evaluating advertising effectiveness |
| **Chapter 13****29/3/18** | **WEEK 13 Day 4****13.1.1****13.2.1** | **Sales promotion**: meaning characteristics  |
| **30/3/18** | **WEEK 13 Day 5****13.3.1** | Objective of sales promotion  |
| **31/3/18** | **WEEK 13 Day 6****13.4.1** | Importance of sales promotion |
| **WEEK 14****2/4/18** | **WEEK 14 Day 1****13.5.1** | Method of sales promotion  |
| **3/4/18** | **WEEK 14 Day 2****13.6.1****13.7.1** | Adv of sales promotion limitation of sales promotion |
| **4/4/18** | **WEEK 14 Day 3****14.1.1****14.2.1** | **Publicity and public relation**: meaning characteristics of publicity |
| **5/4/18** | **WEEK 14 Day 4****14.3.1** | Various forms of publicity  |
| **6/4/18** | **WEEK 14 Day 5****14.4.1****14.5.1** | Meaning of public relation, function of public relation |
| **7/4/18** | **WEEK 14 Day 6** | Assignment on unit I & II |
| **WEEK 15****9/4/18** | **WEEK 15 Day 1** | Assignment checking |
| **10/4/18** | **WEEK 15 Day 2** | Assignment on unit III |
| **11/4/18** | **WEEK 15 Day 3** | Assignment checking |
| **12/4/18** | **WEEK 15 Day 4** | Examination guidance lecture cont. |
| **13/4/18** | **WEEK 15 Day 5** | Examination guidance lecture cont. |
| **14/4/18** | **WEEK 15 Day 6** | Assignment on unit IV |
| **WEEK 16****16/4/18** | **WEEK 16 Day 1** | Assignment checking |
| **17/4/18** | **WEEK 16 Day 3** | Examination guidance lecture cont. |
| **18/4/18** | **WEEK 16 Day 4** | Examination guidance lecture cont. |
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**REMARKS:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**SIGN OF TEACHER:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . SIGN OF THE PRINCIPAL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .**