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 introduction  nature 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 marketing  Research function  Exchange function  Physical function  Facilitating 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 art  Objective of marketing  Difference between selling and marketing |
| **CHAPTER 2**  **6/1/18** | **WEEK 1 Day 6**  **2.1.1**  **2.2.1** | **Marketing concept** : meaning  diff 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 definition  objective of segmentation  diff 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 planning  elements 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 process  Generation of new product idea  Screening 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 development  Advantages 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 cycle  Market introduction stage  Growth stage |
| **15/2/18** | **WEEK 7 Day 4**  **7.3.4**  **7.3.5** | Market maturity stage  Market 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 PLC  Limitation 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 trademark  Reason 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 advertising  function 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .**