Name of the Teacher: BHUPINDER KAUR Class: B.COM II “B”

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **17-31 July 2017** | Introduction : nature, scope and importance of marketing; marketing concepts – traditional Vs modern; marketing management; marketing mix. Analysis of marketing environment – demographic, political, economic, socio-cultural, natural, technological, and legal; growing relevance of marketing in India; | **Role playing**  **Power point presentation**  **Oral presentation**  **Group discussion** |
|  | **01-31 Aug 2017** | Market Segmentation: concept, target market, bases of market segmentation; niche market understanding consumer behavior Product: meaning, classification, product mix and product line decisions, product differentiation; | **Role playing**  **Power point presentation**  **Oral presentation**  **Group discussion**  **Case study** |
|  | **01-30 Sept 2017** | Promotion: elements of promotion mix; roles of advertising; publicity; personal selling; sales promotion; public relations; logistics and channel decisions: channel types, role and factors affecting choice of channels | **Role playing**  **Power point presentation**  **Oral presentation**  **Group discussion**  **Case study** |
|  | **01-31 Oct 2017** | Marketing Information System (MIS): concept, components; Marketing Research: meaning. Recent trends in marketing; online marketing; changing retailing scenario | **Role playing**  **Power point presentation**  **Oral presentation**  **Group discussion**  **Case study** |
|  | **01-13 Nov 2017** | branding; packaging; labelling; product life cycle; new product development process; Pricing: pricing objectives; factors influencing pricing; pricing policies and strategies; | **Role playing**  **Power point presentation**  **Oral presentation**  **Group discussion**  **Case study** |

**Topics of Assignments/ Class Tests to be given to the Students:**

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| **Assignment 1** | **Marketing management, marketing mix, market segmentation** |
| **Assignment 2** | **Branding , packaging, labelling ,** |
| **Class Test** | **Marketing : an introduction ,Product life cycle, new product development, consumer behavior.** |