Name of the Teacher:\_\_Monika Sharma\_\_\_\_\_\_ Class:\_\_\_\_\_\_B.Com V sem ASPSM\_\_\_

**Lesson Plan**

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| **S No** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **17-31 July 2017** | Nature and importance of sales Promotion. Its Role in marketing. | **Lecture method** **Oral presentation** **Power point presentation****MCQ** |
|  | **01-31 Aug 2017** | Forms of Sales Promotion: Consumer-Oriented; motion, Trade-oriented Sales Promotion and Sales Oriented Sales Promotion | **Lecture method** **Role playing****Oral presentation** **Power point presentation****MCQ** |
|  | **01-30 Sept 2017** | Major Tools of Sales Promotion: Sample, Purchase. Displays and Demonstrations. Exhibitions Fashion shows | **Lecture method** **Oral presentation** **Power point presentation****MCQ** |
|  | **01-31 Oct 2017** | Sales Contests and Games of chance and Skill, Lotteries, Gifts Offers, Premium and Free goods, Rebates, Patronage, Rewards.  | **Lecture method** **Role playing****Oral presentation** **Power point presentation****MCQ** |
|  | **01-13 Nov 2017** | .Conventions, Conference and Tradeshows, Specific: Novelties | **Oral presentation** **Power point presentation** |

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

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| **Assignment 1** | **TOOLS OF SALES PROMOTION** |
| **Assignment 2** | **CONVENTION, CONFERENCE AND TRADESHOWS** |
| **Class Test** | **FORMS OF SALES PROMOTION** |