Name of the Teacher:\_Pooja Rani\_\_ Class:\_\_\_\_B.Com II 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 personal selling, Door to Door, Selling Situation, difference between personal selling and advertising** | **Lecture method**  **Oral presentation**  **Power point presentation**  **MCQ** |
|  | **01-31 Aug 2017** | **AIDA Model, Types of selling situation, Types of sales persons** | **Role playing**  **Lecture method**  **Oral presentation**  **Power point presentation**  **MCQ** |
|  | **01-30 Sept 2017** | **Process of effective selling** | **Lecture method**  **Oral presentation**  **Power point presentation**  **MCQ** |
|  | **01-31 Oct 2017** | **Types , characteristics and implication of consumer and industrial markets** | **Role playing**  **Lecture method**  **Oral presentation**  **Power point presentation**  **MCQ** |
|  | **01-13 Nov 2017** | **Buying motives** | **Lecture method**  **Oral presentation**  **Power point presentation**  **MCQ** |

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

|  |  |
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| **Assignment 1** | **Five Logos of News Channels** |
| **Assignment 2** | **Difference between Patanjali products with foreign products** |
| **Class Test** | **Nature and importance of personal selling, Door to Door, Selling Situation, difference between personal selling and advertising** |