Name of the Teacher: **Dr. Renu Sharma** Class: **M.Com. (Gen. & IT) – Semester-I**

Subject: **MC-106 (MARKETING MANAGEMENT)**

**Lesson Plan**

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| **S. No.** | **Period** | **Topics to be Covered** | **Academic Activity to be Organized** |
|  | **17-31 July 2017** | Marketing: meaning, scope and importance | Group Discussions |
|  | **01-31 Aug 2017** | Evolution of marketing; Understanding marketing in new perspective. Managing the marketing mix, Marketing environment. Product: concept and classification. | Group Discussions and Class-Room Quiz |
|  | **01-30 Sept 2017** | New product development; Product-mix and product line strategies; Product life cycle strategies; Branding, packaging, labelling and warranty. Price determination; Pricing policies and strategies. Promotion programme: advertising, sales promotion, public relations, publicity and personal selling. | Power Point Presentations |
|  | **01-31 Oct 2017** | Information system and marketing research: importance, scope and steps of marketing research process. Understanding consumer behaviour, Analysing business markets; Customer relationship management. Distribution logistics and supply chain management; Marketing channels, Retailing, Wholesaling and  | Power Point Presentations |
|  | **01-13 Nov 2017** | Physical distribution, Social, ethical and legal aspects of marketing. Marketing and information economy; Direct and online marketing. | Group Discussions and Class-Room Quiz |

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

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| **Assignment 1** | Different Topics from the syllabus were divided among the students to be prepared and presented through Power Point Presentations. |
| **Assignment 2** | Different Topics on Current Issues like GST, SEBI Online Marketing and Its Effects on Economy, Impact of Foreign Collaborations on Indian Economy, Recent Trends in Marketing Sector, etc. were divided among the students to be prepared and presented through Power Point Presentations. |
| **Class Test** | Marketing Environment, Product Concept and Classification, Product Branding and Packaging |