**LESSON PLAN**

**Name- DR. RENU SHARMA**

**Designation- Assistant professor**

**Subject- Commerce**

**Lesson Plan- 17 weeks (23 July- 17 Nov. 2018)**

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| **Week** | **Date** | **M.Com IT 3rd Semester**  **(Advertising)** | **M.Com Gen & M.Com IT 1st Semester**  **(Marketing Management)** | **M.com Gen & M.Com IT 1st Semester**  **(Business Environment)** | **M.com Gen 3rd Semester**  **(International Marketing)** | |
| **1** | **16- 21 July, 2018** | **<<---------------- ADMISSION DUTY FOR PG CLASSES ----------------->>** | | | | |
| **2** | **23- 28 July, 2018** | **<<----- ADMISSION DUTY FOR PG CLASSES ----->>** | | | International marketing concepts | |
| **3** | **30 July- 4 August 2018** | Introduction to Advertising: Advertising nature and importance | Marketing: meaning, scope and importance; Evolution of marketing | Business environment: nature and importance; Interaction matrix of different environment factors;  Environmental scanning. | opportunities and challenges in international marketing | |
| **4** | **6 -11 August 2018** | Communication process;  Advertising and communication Types of advertising | Understanding marketing in  new perspective | Economic planning in India: objectives, strategies and problems Privatisation and Globalisation | International Marketing Environment: Economic environment, cultural environment, political-legal  environment | |
| **5** | **13 – 18 August 2018** | Advertising Objectives Determining advertising objectives | Marketing Mix, Marketing Environment | Ethics; Corporate Governance, Social responsibility of Business | Planning and organizing for international marketing, Alternative market entry  strategies | |
| **6** | **20-25 August, 2018** | Advertising Budget, Methods of determining  advertising budget | Information system and marketing research: importance, scope and steps of marketing research  process | Disinvestment in Public Sector Units Fiscal Policy  Assignment 1 | International Product Decisions: Product policy, product adaptation and standardization  &  Assignment 1 | |
| **7** | **27 August - 1 Sept 2018** | Methods of determining  advertising budget Advertising management process – an  overview | Product: concept and classification | Competition Act | Global  branding and packaging | |
| **8** | **3- 8 Sept 2018** | Copy Development and Testing | New product development | Consumer Protection Act | New Product development | |
| **9** | **10- 15 Sept 2018** | Determining advertising message and copy headlines  Assignment 1 | Product-mix and product line  strategies | Monetary Policy | Product line policies | |
| **10** | **17-22 Sept, 2018** | body,  copy logo, illustration Creative styles and advertising appeals | Product life cycle strategies Branding  Assignment 1 | Industrial Policy | International Advertising and Promotion Sales promotion; Managing personal selling  Assignment 2 | |
| **11** | **24-29 Sept 2018** | Media Planning: Print, broadcasting media and other media | packaging labelling and warranty  Assignment 2 | Industrial Licensing Policy | Creative challenges, media planning and analysis agency  Selection | |
| **12** | **1-6 Oct 2018** | Evaluating advertising effectiveness – Pre and post-tests  Assignment 2 | Promotion programme: advertising | The Environment (Protection) Act | International Distribution and Logistics System: Channel of distribution, factors affecting channel  choice | |
| **13** | **8- 13 Oct 2018** | Media planning – media selection  and scheduling | sales promotion, public relations, publicity and personal  selling | Foreign  Exchange Management Act; Right to Information Act. | Managing channel members, international marketing logistics policy | |
| **14** | **15-20 Oct 2018** | Ethics and advertising, Social and Economic aspects of advertising  Sessional | Distribution logistics and supply chain management; Marketing channels, Retailing, Wholeselling  and physical distribution.  Sessionsl | EXIM Policy & Revision of Industrial Licensing Policy  Sessional | Pricing for International Marketing: Factor influencing price settings  Sessional | |
| **15** | **22- 27 Oct 2018** | Organization and control of Advertising Effort | Social, ethical and legal aspects of marketing Marketing and information economy; Direct and online marketing | Industrial sickness; Development and protection of Small Scale Industry | pricing policy and strategies,  transfer pricing, price quotations | |
| **16** | **29 Oct- 3 Nov. 2018** | Role of advertising agencies; Advertising agency  and client relationship | Understanding consumer behaviour, Analysing business markets; Customer relationship  management | Revision of Fiscal Policy; Monetary Policy; Industrial Policy | Controlling international marketing operations | |
| **17** | **5-10 Nov. 2018** | **Revision and Queries Session** | **Revision and Queries Session** | **Revision and Queries Session** | **Revision and Queries Session** | |
| **18** | **12- 17 Nov. 2018** | **Revision and Queries Session** | **Revision and Queries Session** | **Revision and Queries Session** | **Revision and Queries Session** |