

### LESSON PLAN

Name of Assistant Professor: Dr. Savita Kumari

Class: B. Com. II Sem.

Subject: Principles of Marketing

Lesson Plan: 15<sup>th</sup> Feb onwards

Week 1	Introduction to Marketing & Marketing Concepts
Week 2	Marketing Environment & Market Segmentation
Week 3	Consumer Behaviour & Buying Motives
Week 4	Product :- Concept, Classification & Product Life Cycle
Week 5	Branding, Packaging & Labelling & Assignment
Week 6	New Product Development & Product Pricing
Week 7	Promotion Mix & Test
Week 8	Advertising & Personal Selling
Week 9	Sales Promotion, Publicity & Public Relations
Week 10	Distribution Channels & Assignment
Week 11	Marketing Middlemen :- Wholeselling & Retailing
Week 12	Direct Marketing & Online Marketing
Week 13	Customer Relationship Marketing
Week 14	Green Marketing
Week 15	Recent Trends in Marketing
Week 16	Revision & Tests

Week 17	Revision
Week 18	—————→
Examinations	

*Claritz*