

Govt. College for Girls, Padha (Karnal)

Lesson Plan for Even Semester

Name of the teacher- Ms. Suman Rani

Class- B.com (2nd Semster)

Subject- Principles of Marketing

Paper- B23-COM-203

1st Week	Marketing: Concept, nature, scope and importance; Evolution of Marketing; Understanding marketing in new perspectives
2nd Week	Marketing environment: Concept, importance; Micro environmental factors and Macro environmental factors.
3rd Week	Consumer behaviour: Concept, nature and importance
4th Week	consumer buying decision process, factors Influencing consumer buying behaviour
5th Week	Class activity :- presentation
6th Week	Market segmentation: Concept, importance and bases; Target market
7th Week	Positioning: Concept, importance and bases. PL C & Asssignment -1
8th Week	Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies
9th Week	Promotion: Nature and importance, Advertising,
10th Week	personal selling, sales promotion and publicity/public relations
11th Week	Factors affecting promotion mix decisions, Distribution channel
12th Week	Direct marketing, Retailing
13th Week	Wholesaling. recent developments in marketing & Test – Market segmentation
14th Week	Test – Consumer Behaviour, Social marketing; Online marketing
15th Week	Group Discussion & ,Green marketing
16th Week	Test of pricing & Relationship marketing, Recent Trends In marketing & Test
17th Week	Revision