

Lesson Plan Format
18 weeks (From January 2018 to April 2018)

Name of Assistant /Associate Professor : Sonia.....
 Class and Section : B.com Ind., 4th Sem.....
 Subject : Marketing Management.....

Week 1(January 1-6)	
Chapter 1	
01/01/2018	Introduction of Marketing
02/01/2018	u
03/01/2018	u
04/01/2018	Holiday
05/01/2018	Holiday
06/01/2017	Meaning of Marketing
Week 2(January 8-13)	
Chapter	
08/01/2018	"
09/01/2018	Nature and scope
10/01/2018	Importance
11/01/2018	u
12/01/2018	u
13/01/2018	"
Week 3(January 15-20)	
Chapter	
15/01/2018	Marketing Concepts
16/01/2018	u
17/01/2018	Traditional & Modern
18/01/2018	"
19/01/2018	Marketing Segmentation
19/01/2018	u
20/01/2018	u
Week 4(January 22-27)	
Chapter	
22/01/2018	Holiday
23/01/2018	Concept, Importance of Segmentation
24/01/2018	u
25/01/2018	u
26/01/2018	Holiday

27/01/2018	"
Week 5 (January 29- Feb 3)	
Chapter	
29/01/2018	Basic of Market Segmentation
30/01/2018	"
31/01/2018	Consumer Behaviour
01/02/2018	"
02/02/2018	Nature and scope
03/02/2018	"
Week 6 (Feb 5-10)	
Chapter	
05/02/2018	Importance and factor effecting Buyer Behaviour
06/02/2018	"
07/02/2018	"
08/02/2018	"
09/02/2018	"
10/02/2018	Holiday
Week 7 (Feb 12-17)	
Chapter	
12/02/2017	Product Planning
13/02/2017	Holiday
14/02/2017	Development
15/02/2017	"
16/02/2017	Importance
17/02/2017	"
Week 8 (Feb 19-24)	
Chapter	
19/02/2018	Scope of Mark Product Planning in Marketing
20/02/2018	"
21/02/2018	Stages of New Product Development
22/02/2018	"
23/02/2018	Product life cycle
24/02/2018	"
Week 9 (Feb 26-March 03)	
Chapter	
26/02/2018	Stages of Product life cycle
27/02/2018	"
28/02/2018	Holiday
01/03/2018	Holiday

02/03/2018	Holiday
03/03/2018	Holiday
Week 10(March 5-10)	
Chapter	
05/03/2018	Factor effecting life cycle
06/03/2018	"
07/03/2018	"
08/03/2018	Branding and Trade Mark
09/03/2018	"
10/03/2018	"
Week 11(March 12-17)	
Chapter	
12/03/2018	Different between Trade Mark & Brand
13/03/2018	"
14/03/2018	Criticism of Branding
15/03/2018	"
16/03/2018	Types of Branding
17/03/2018	"
Week 12(March 19-24)	
Chapter	
19/03/2018	Brand policies & strategies
20/03/2018	"
21/03/2018	"
22/03/2018	"
23/03/2018	Holiday
24/03/2018	Pricing, Meaning, Importance
Week 13(March 26-31)	
Chapter	
26/03/2018	Factors effecting Pricing
27/03/2018	"
28/03/2018	"
29/03/2018	Holiday
30/03/2018	Pricing objective
31/03/2018	"
Week 14(April 02-07)	
Chapter	
02/04/2018	Types of Price Policy
03/04/2018	"
04/04/2018	"

05/04/2018	Pricing strategies
06/04/2018	"
07/04/2018	"
Week 15(April 09-14)	
Chapter	
09/04/2018	Advertising
10/04/2018	"
11/04/2018	"
12/04/2018	"
13/04/2018	Holiday
14/04/2018	Holiday
Week 16(April 16-21)	
Chapter	
16/04/2018	Concept
17/04/2018	"
18/04/2018	Holiday
19/04/2018	Importance of Advertising
20/04/2018	Evaluating Advertising Effectiveness
21/04/2018	Sales promotion, Importance & Methods
Week 17(April 23-28)	
Chapter	
23/04/2017	Media
24/04/2017	Function of Marketing
25/04/2017	Importance of "
26/04/2017	"
27/04/2017	"
28/04/2018	Publicity
Week 18(April 29-30)	
Chapter	
30/04/2018	" Test / Presentation