

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

Name of Assistant /Associate Professor : Sania.....
 Class and Section : B.Com. IIIrd Yr. VIth Sem.....
 Subject : International Marketing.....

Week 1(January 1-6)	
Chapter 1	
01/01/2018	Nature and Concepts of Domestic & International Marketing
02/01/2018	"
03/01/2018	"
04/01/2018	"
05/01/2018	"
06/01/2017	"
Week 2(January 8-13)	
Chapter	
08/01/2018	Opportunities of Marketing
09/01/2018	"
10/01/2018	"
11/01/2018	Challenges for Marketing
12/01/2018	"
13/01/2018	"
Week 3(January 15-20)	
Chapter	
15/01/2018	International Environment
16/01/2018	"
17/01/2018	"
18/01/2018	Foreign Market Selection
19/01/2018	"
19/01/2018	"
20/01/2018	"
Week 4(January 22-27)	
Chapter	
22/01/2018	Holiday
23/01/2018	Entry Modes
24/01/2018	"
25/01/2018	"
26/01/2018	Holiday

27/01/2018	"
Week 5 (January 29- Feb 3)	
Chapter	
29/01/2018	International product life cycle research
30/01/2018	"
31/01/2018	Informations
01/02/2018	"
02/02/2018	Product designing and packaging
03/02/2018	"
Week 6 (Feb 5-10)	
Chapter	
05/02/2018	Pricing process
06/02/2018	"
07/02/2018	Methods
08/02/2018	"
09/02/2018	"
10/02/2018	Holiday
Week 7 (Feb 12-17)	
Chapter	
12/02/2017	International price quotations and payment terms.
13/02/2017	Holiday
14/02/2017	"
15/02/2017	"
16/02/2017	"
17/02/2017	"
Week 8 (Feb 19-24)	
Chapter	
19/02/2018	Channel structure
20/02/2018	"
21/02/2018	Selectin decisions
22/02/2018	"
23/02/2018	"
24/02/2018	"
Week 9 (Feb 26-March 03)	
Chapter	
26/02/2018	Managing channels conflicts
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	Selection and appointment of foreign sales agents.
06/03/2018	"
07/03/2018	"
08/03/2018	Basic export procedure
09/03/2018	"
10/03/2018	"
Week 11(March 12-17)	
Chapter	
12/03/2018	Documentation
13/03/2018	"
14/03/2018	"
15/03/2018	Methods of International product promotion
16/03/2018	"
17/03/2018	"
Week 12(March 19-24)	
Chapter	
19/03/2018	Managing channel conflicts
20/03/2018	"
21/03/2018	"
22/03/2018	"
23/03/2018	Holiday
24/03/2018	"
Week 13(March 26-31)	
Chapter	
26/03/2018	Selection and appointment of foreign sales agents
27/03/2018	"
28/03/2018	"
29/03/2018	Holiday
30/03/2018	Basic export procedure
31/03/2018	"
Week 14(April 02-07)	
Chapter	
02/04/2018	Documentation
03/04/2018	"
04/04/2018	"

05/04/2018 Methods of International Product Promotion

06/04/2018 y

07/04/2018 y

Week 15(April 09-14)

Chapter

09/04/2018 Challenges in International advertising

10/04/2018 y

11/04/2018 y

12/04/2018 y

13/04/2018 Holiday

14/04/2018 Holiday

Week 16(April 16-21)

Chapter

16/04/2018 Media Strategy

17/04/2018 y

18/04/2018 Holiday

19/04/2018 Web Marketing

20/04/2018 y

21/04/2018 y

Week 17(April 23-28)

Chapter

23/04/2017 Organising trade fairs / Presentations / Tests

24/04/2017 y y

25/04/2017 y y

26/04/2017 Whitening y y

27/04/2017 y y

28/04/2018 y y

Week 18(April 29-30)

Chapter

30/04/2018 y y