

Lesson plan Name Sarita Class: Bcomll (4th sem) Subject : marketing management
Week 1
Marketing Introduction,scope,nature, approach, functions
Week 2
Marketing concepts Old concepts New concept Limitations of marketing concept
Week 3
Market segmentation Objective of market segmentation Methods
Week 4
Test, consumer behaviour, types of consumers, determinants of consumers behaviour
Week 5
Revision, product planning and development
Week 6
Revision, Presentaiton in smart class room,test, development of new products
Week 7
Product life cycle, stages,factors affecting the product life cycle, importance of product life cycle, limitations of product life cycle.
Week 8
Branding , difference between brand and trade mark, advantage or importance of branding, brand classification
Week 9
Product pricing , importance of price in marketing mix, factors affecting pricing decisions

Week 10
Advertising, objective of advertising, functions, importance, limitations or disadvantage or criticism of advertising
Week 11
Advertising media, types of advertising media, factors affecting the selection of advertising media
Week 12
Evaluation of advertising effectiveness, methods of evaluating advertising effectiveness, pre testing methods
Week 13
Sales promotion, tools of sales promotion, publicity and public relations
Week 14
assignment-II
revision