



Aggarwal College Ballabgarh

LESSON PLAN 17 WEEKS (JAN-APRIL)-2025

Name of Faculty: Dr Parveen Gupta
Designation/ Department: Assistant Professor/ Commerce

CLASS: B.com		SEMESTER: 6	SECTION: A & B
SUBJECT: Marketing Management			
Week			
1	7-1-2025	Introduction of Marketing and Marketing Management	
	8-1-2025	Definitions of Marketing on basis of product and consumer orientation	
	9-1-2025	Nature of Marketing	
	10-1-2025	Scope of Marketing (Managerial activities)	
	11-1-2025	Functional activities	
	12-1-2025	S. U. N. D. A. Y.	
2	13-1-2025	Revision	
	14-1-2025	Functions and importance of Marketing	
	15-1-2025	Objectives and Major problems of Marketing	
	16-1-2025	Merchandising, selling and Marketing	
	17-1-2025	Revision	
	18-1-2025	Development of Marketing concept (various stages)	
	19-1-2025	S. U. N. D. A. Y.	
3	20-1-2025	Class test on functions of Marketing	
	21-1-2025	Various views about Marketing concept	
	22-1-2025	Old concept of Marketing-characteristics	

	23-1-2025	New concept of Marketing-characteristics
	24-1-2025	Fundamental Pillars of new concept of Marketing
	25-1-2025	Difference between old and new concept of Marketing
	26-1-2025	REPUBLIC DAY /S. U. N. D. A. Y.
4	27-1-2025	Revision
	28-1-2025	Class seminar on marketing concept
	29-1-2025	Importance and factors affecting adoption of new concept
	30-1-2025	Revision
	31-1-2025	Market segmentation- Introduction , objectives and reasons
	1-2-2025	Revision
	2-2-2025	S. U. N. D. A. Y/BASANT PANCHAMI
5	3-2-2025	Requirement for effective segmentation and methods of segmentation
	4-2-2025	Concept of market segmentation
	5-2-2025	Basis for market segmentation
	6-2-2025	Market segmentation strategies and selection of best strategies
	7-2-2025	Revision
	8-2-2025	Advantages and examples of market segmentation
	9-2-2025	S. U. N. D. A. Y
6	10-2-2025	Consumer Behaviour Introduction and types of consumers
	11-2-2025	Significance of studying Consumer Behaviour
	12-2-2025	HOLIDAY: GURU RAVIDAS JAYANTI
	13-2-2025	Determinant or scope of Consumer Behaviour
	14-2-2025	Difficulties in understanding Consumer Behaviour
	15-2-2025	Change in Consumer Behaviour and its effect on marketing, study of behavior of

		Indian Consumers
	16-2-2025	S. U. N. D. A. Y.
7	17-2-2025	Product Planning meaning , definition and characteristics
	18-2-2025	Revision
	19-2-2025	Objectives and elements of Product Planning
	20-2-2025	Components and importance of Product Planning
	21-2-2025	Revision
	22-2-2025	Class test
	23-2-2025	S. U. N. D. A. Y.
8	24-2-2025	Product Development Principles and importance
	25-2-2025	Scope of Product planning and Development
	26-2-2025	HOLIDAY: MAHA SHIVRATRI
	27-2-2025	New Product Development - meaning and Process
	28-2-2025	New Product Development process continue
	1-3-2025	Test Marketing Procedure and Principles
	2-3-2025	S. U. N. D. A. Y.
9	3-3-2025	Advantages and Limitations of Test Marketing
	4-3-2025	Difference between Test Marketing and Product Testing , Failure of new product
	5-3-2025	Presentation
	6-3-2025	Product Life Cycle introduction and Implication
	7-3-2025	Stages of Product Life Cycle
	8-3-2025	Revision
	9-3-2025	S. U. N. D. A. Y.
10	10-3-2025	Revision

	11-3-2025	Different shapes of Product Life Cycle
	12-3-2025	Marketing strategies during Product Life Cycle
	13-3-2025	Factors affecting Product Life Cycle and utility of Product Life Cycle
	14-3-2025	Extension of Product Life Cycle and Limitations of Product Life Cycle concept
	15-3-2025	Revision
	16-03-2025	S. U. N. D. A. Y.
11	17-3-2025	Class test
	18-3-2025	Branding Brand, Brand name, Brand mark, logo, Trademark, and difference between brand and Trademark
	19-3-2025	Importance or advantages of Branding
	20-3-2025	Disadvantages of Branding
	21-3-2025	Classification of Brand on various basis
	22-3-2025	Factors affecting selection of good Brand
	23-3-2025	S. U. N. D. A. Y.
12	24-3-2025	Revision
	25-3-2025	Brand policies and strategies
	26-3-2025	Brand testing and reasons of not using brand
	27-3-2025	Meaning and importance of Pricing
	28-3-2025	Class test
	29-3-2025	Pricing objectives
	30-3-2025	S. U. N. D. A. Y.
13	31-3-2025	HOLIDAY: ID-UL-FITR
	1-4-2025	Revision
	2-4-2025	Pricing policies on various basis

	3-4-2025	Factors affecting Pricing decisions
	4-4-2025	Procedure of Pricing
	5-4-2025	Revision
	6-4-2025	S. U. N. D. A. Y.
14	7-4-2025	Pricing methods
	8-4-2025	Pricing of new product
	9-4-2025	Pricing policies over PLC
	10-4-2025	HOLIDAY: MAHAVIR JAYANTI
	11-4-2025	Discount Policies Discounts , Rebates and Premiums
	12-4-2025	Resale Price maintenance
	13-4-2025	S. U. N. D. A. Y.
15	14-4-2025	HOLIDAY: AMBEDKAR JAYANTI
	15-4-2025	Class test
	16-4-2025	Advertising - Introduction and features
	17-4-2025	Advertising objectives and function
	18-4-2025	Advantages and disadvantages of Advertising
	19-4-2025	Principles of effective Advertising
	20-4-2025	S. U. N. D. A. Y.
16	21-4-2025	Types of Advertising media, press Advertising (pros and cons)
	22-4-2025	Outdoor and mail Advertising
	23-4-2025	Entertainment Advertising
	24-4-2025	Revision
	25-4-2025	Promotional and specialty Advertising
	26-4-2025	Factors affecting selection of advertising media

	27-4-2025	S. U. N. D. A. Y.
17	28-4-2025	Sales Promotion, Publicity, Types, advantages & disadvantages
	29-4-2025	Evaluation of advertising effectiveness
	30-4-2025	HOLIDAY: AKSHAY TRITYA
	01-05-2025	Revision
	02-05-2025	Revision
	03-05-2025	Revision
	04-05-2025	S. U. N. D. A. Y.

Signature