



Aggarwal College Ballabgarh

LESSON PLAN 17 WEEKS (JAN-APRIL)-2025

Name of Faculty: NEHA RANI

Position/ Department: ASSISTANT PROF. IN COMMERCE

CLASS: B.A(PASS)

SEMESTER: 2

SECTION:A+C

SUBJECT: MARKETING MANAGEMENT

| Week | | |
|------|-----------|--|
| 1 | 7-1-2025 | Introduction to marketing: meaning, nature and scope |
| | 8-1-2025 | Core concepts |
| | 9-1-2025 | |
| | 10-1-2025 | |
| | 11-1-2025 | |
| | 12-1-2025 | S. U. N. D. A. Y. |
| 2 | 13-1-2025 | Core concepts |
| | 14-1-2025 | Tasks of marketing management |
| | 15-1-2025 | Tasks of marketing management |
| | 16-1-2025 | |
| | 17-1-2025 | |
| | 18-1-2025 | |
| | 19-1-2025 | S. U. N. D. A. Y. |
| 3 | 20-1-2025 | Corporate orientation toward marketplace |
| | 21-1-2025 | Corporate orientation toward marketplace |
| | 22-1-2025 | Marketing environment |

| | | |
|---|-----------|--|
| | 23-1-2025 | |
| | 24-1-2025 | |
| | 25-1-2025 | |
| | 26-1-2025 | REPUBLIC DAY /S. U. N. D. A. Y. |
| 4 | 27-1-2025 | Assignment 1 |
| | 28-1-2025 | Ethical issues in marketing |
| | 29-1-2025 | Revision |
| | 30-1-2025 | |
| | 31-1-2025 | |
| | 1-2-2025 | |
| | 2-2-2025 | S. U. N. D. A. Y/BASANT PANCHAMI |
| 5 | 3-2-2025 | Test |
| | 4-2-2025 | Introduction to consumer and business market |
| | 5-2-2025 | Consumer buying decision process in consumer and business market |
| | 6-2-2025 | |
| | 7-2-2025 | |
| | 8-2-2025 | |
| | 9-2-2025 | S. U. N. D. A. Y |
| 6 | 10-2-2025 | Building customer value |
| | 11-2-2025 | Satisfaction and loyalty |
| | 12-2-2025 | HOLIDAY: GURU RAVIDAS JAYANTI |
| | 13-2-2025 | |
| | 14-2-2025 | |
| | 15-2-2025 | |

| | | |
|----|-----------|--|
| | 16-2-2025 | S. U. N. D. A. Y. |
| 7 | 17-2-2025 | Assignment 2 |
| | 18-2-2025 | Market segmentation and targeting approaches |
| | 19-2-2025 | Positioning approaches to deal with market competition |
| | 20-2-2025 | |
| | 21-2-2025 | |
| | 22-2-2025 | |
| | 23-2-2025 | S. U. N. D. A. Y. |
| 8 | 24-2-2025 | Tools of product differentiation |
| | 25-2-2025 | Revision |
| | 26-2-2025 | HOLIDAY: MAHA SHIVRATRI |
| | 27-2-2025 | |
| | 28-2-2025 | |
| | 1-3-2025 | |
| | 2-3-2025 | S. U. N. D. A. Y. |
| 9 | 3-3-2025 | Test |
| | 4-3-2025 | Product and pricing decision: product life cycle |
| | 5-3-2025 | Product mix and product line decisions |
| | 6-3-2025 | |
| | 7-3-2025 | |
| | 8-3-2025 | |
| | 9-3-2025 | S. U. N. D. A. Y. |
| 10 | 10-3-2025 | New product development process |
| | 11-3-2025 | Branding , packaging and labelling decision |

| | | |
|----|------------|---|
| | 12-3-2025 | Revision |
| | 13-3-2025 | |
| | 14-3-2025 | |
| | 15-3-2025 | |
| | 16-03-2025 | S. U. N. D. A. Y. |
| 11 | 17-3-2025 | Determinants of price |
| | 18-3-2025 | pricing methods and strategies |
| | 19-3-2025 | Revision |
| | 20-3-2025 | |
| | 21-3-2025 | |
| | 22-3-2025 | |
| | 23-3-2025 | S. U. N. D. A. Y. |
| 12 | 24-3-2025 | Test |
| | 25-3-2025 | Introduction to promotion and distribution decision |
| | 26-3-2025 | Promotion mix- advertising and sales promotion |
| | 27-3-2025 | |
| | 28-3-2025 | |
| | 29-3-2025 | |
| | 30-3-2025 | S. U. N. D. A. Y. |
| 13 | 31-3-2025 | HOLIDAY: ID-UL-FITR |
| | 1-4-2025 | Assignment 3 |
| | 2-4-2025 | Public relations |
| | 3-4-2025 | |
| | 4-4-2025 | |

| | | |
|----|-----------|---|
| | 5-4-2025 | |
| | 6-4-2025 | S. U. N. D. A. Y. |
| 14 | 7-4-2025 | Personal selling |
| | 8-4-2025 | Channels of distribution |
| | 9-4-2025 | Revision |
| | 10-4-2025 | HOLIDAY: MAHAVIR JAYANTI |
| | 11-4-2025 | |
| | 12-4-2025 | |
| | 13-4-2025 | S. U. N. D. A. Y. |
| 15 | 14-4-2025 | HOLIDAY: AMBEDKAR JAYANTI |
| | 15-4-2025 | Functions of intermediaries |
| | 16-4-2025 | Channel design decision, selecting channel members and channel management |
| | 17-4-2025 | |
| | 18-4-2025 | |
| | 19-4-2025 | |
| | 20-4-2025 | S. U. N. D. A. Y. |
| 16 | 21-4-2025 | Wholesaling and retailing |
| | 22-4-2025 | Revision |
| | 23-4-2025 | Revision |
| | 24-4-2025 | |
| | 25-4-2025 | |
| | 26-4-2025 | |
| | 27-4-2025 | S. U. N. D. A. Y. |
| | 28-4-2025 | Test |

| | | |
|----|------------|-------------------------------|
| 17 | 29-4-2025 | Revision |
| | 30-4-2025 | HOLIDAY: AKSHAY TRITYA |
| | 01-05-2025 | |
| | 02-05-2025 | |
| | 03-05-2025 | |
| | 04-05-2025 | S. U. N. D. A. Y. |

Signature