

## **Lesson Plan**

**Name of the Assistant/Associate Professor: Rachna Anand**

**Class and Section: BA Sem-1**

**Subject: Marketing**

<b>Week</b>	<b>Topics to be Covered</b>
<b>1</b>  <b>July 16-July 21, 2018</b>	Meaning of market  Meaning of Marketing in brief  Selling and Marketing
<b>2</b>  <b>July 23-July 30, 2018</b>	Market segmentation: meaning, reasons for development of market segmentation  Method of market segmentation  Basis of market segmentaion

**Assignment: Concept of market segmentation with examples**