

LESSON PLAN (Session 23-24)

Semester -Odd

Department: Marketing

Class : BA sem 1

Name of the faculty: Rachna Anand

Paper code: B23-MKT-101

Nomenclature of the paper: Marketing Management

Month	Week	Topics to be covered
July	21.07.23-22.07.23	1.Orientation 2.Concept of Market, shopping, Marketing
	24.07.23-31.07.23	Introduction....Meaning, Definition of Marketing
August	01.08.23-05.08.23	1.Meaning of Marketing, Selling 2.Core concept of Marketing
	07.08.23-12.08.23	1 Historical development of Marketing concept 2 Different Marketing concepts
	14.08.23-19.08.23	1 Traditional Marketing concept 2.Modern Marketing concept 3.Difference between old and new concept of Marketing
	21.08.23-26.08.23	1. Importance of Modern concept of Marketing 2 Applicability of Modern concept of Marketing in India 3. Limitations of Marketing concept 4. Class test
	28.08.23-31.08.23	1.Market Segmentation... meaning, definition, features 2.Objectives of Segmentation 3. Need of Segmentation
September	01.09.23-09.09.23	1 Market segmentation strategies 2. Basis of segmenting Consumer market... Geographical, Demographic 3.Examples discussion
	11.09.23-16.09.23	1.Basis of segmenting Consumer Market... Behavioral, psychological Example discussion 2. Requirements of Effective Market segmentation
	18.09.23-23.09.23	1 Basis of segmenting Industrial market 2.Importance and advantages of Market Segmentation 3 Market segmentation strategies
	25.09.23-30.09.23	1. Selecting Marketing Strategies.

		2 Importance and advantages of Market segmentation 3. Segmenting consumer market by taking example of consumer product 4. Class test
October	03.10.23-07.10.23	1. Open book test.... Consumer is the target of all marketing activities 2. Assignment.... Marketing starts before production and continues even after sales' 3. Discussion on Marketing and Selling 4. Presentations by students
	09.10.23-14.10.23	1. Consumer Behaviour.... meaning and definition 2. Determinants of Consumer Behaviour 3. Sessional test
	16.10.23-21.10.23	1.. Importance of studying Consumer Behaviour 2. Change in consumer Behaviour and it's effect on marketing 3. Behaviour of Indian consumers 4. Difficulties in understanding consumer Behaviour 5. Buying process
	23.10.23-28.10.23	1. Concept of Need, Want, Desire 2. Concept of Market potential 3. Measurement of Market potential
	30.10.23-31.10.23	Concept and application of customer value , Customer lifetime value
November	02.11.23-04.11.23	Recent developments in marketing --- Online Marketing, Network Marketing, Green Marketing, Holistic Marketing
	06.11.23-09.11.23	Direct Marketing, Social Marketing, Stealth Marketing
	10.11.23-16.11.23	Diwali Vacations
	17.11.23-24.11.23	1. Question bank 2. problem solving session 3. open book tests 4. presentations

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Semester -Odd

Department: Marketing

Class: Sem 1

Name of the faculty: Ms. Harmit Kaur

Paper code: B23-MKT-102

Nomenclature of the paper: Business Organization (MDC-I)

Month	Week	Topics to be covered
July	21.07.23-22.07.23	Introduction of Business Concept
	24.07.23-31.07.23	Concept of Business: Characteristics, Objectives; Classification of Business: Commerce, Industry, Trade, Auxiliaries to Trade-Banking, Insurance, Transportation, Warehousing, Advertising, Communication.
August	01.08.23-05.08.23	Service sector: Concept, components and importance.
	07.08.23-12.08.23	Forms of business organizations: Sole proprietorship. Joint Hindu Family
	14.08.23-19.08.23	Forms of business organizations: Partnership (including LLP) and Company
	21.08.23-26.08.23	Company: Concept, characteristics
	28.08.23-31.08.23	Forms of company organization : One Person Company
September	01.09.23-09.09.23	Forms of company organization: Private and Public Limited Company.
	11.09.23-16.09.23	Forms of company organization: Holding and subsidiary,
	18.09.23-23.09.23	Co-operative Organization: concept and Characteristics
	25.09.23-30.09.23	Factors influencing choice of form of organization, Internal constituents of business organization: CEO,their qualities and roles
October	03.10.23-07-10.23	Managerial personnel, their qualities, role and responsibilities
	09.10.23-14.10.23	Liberalization, Privatization and Globalization, International business: An introduction;
	16.10.23-21.10.23	MNCs: nature, types, critical analysis
	23.10.23-28.10.23	Assignments Given, Test & Revision of Chapters

	30.10.23-31.10.23	Discussion of important questions, revisions of chapters and Tests.
November	02.11.23-04.11.23	Revision, Doubt Sessions & Tests
	06.11.23-09.11.23	Revision, Doubt Sessions & Tests
	10.11.23-16.11.23	Diwali Vacations
	17.11.23-24.11.23	Revision, Doubt Sessions & Tests

LESSON PLAN (Session 23-24)

Semester -Odd

Department: Marketing

Class : BA sem3

Name of the faculty: Rachna Anand

Paper code:MM23

Nomenclature of the paper: Marketing

Month	Week	Topics to be covered
August	01.08.23-05.08.23	Personal selling... concept, definition, features Classification of salesmen Importance Scope Limitations
	07.08.23-12.08.23	Selling process AIDAS theory of selling
	14.08.23-19.08.23	Qualities of Salesman Discussion... Good salesman are born and not made
	21.08.23-26.08.23	Sales planning.... meaning, definition, features, Objectives Steps Importance Limitations
	28.08.23-31.08.23	Sales organisation... meaning, definition, features , objectives Functions Process
September	01.09.23-09.09.23	Structure of sales organisation Factors Principles
	11.09.23-16.09.23	Class test Assignment Presentations
	18.09.23-23.09.23	Sales budgeting... meaning, features, factors Types Essentials of effective sales budget
	25.09.23-30.09.23	Sales budget process Methods Importance Limitations

October	03.10.23-07.10.23	Open book test Recruitment and selection of sales personnel Class test
	09.10.23-14.10.23	Sessional test Training of sales personnel
	16.10.23-21.10.23	Motivation of sales personnel Compensation of sales personnel
	23.10.23-28.10.23	Leadership Open book test Presentations
	30.10.23-31.10.23	Meeting and contests Ethical issues in sales management
November	02.11.23-04.11.23	Discussion on Previous years question papers
	06.11.23-09.11.23	Revision Question bank Problem solving session`
	10.11.23-16.11.23	Diwali Vacations
	17.11.23-24.11.23	Revision, Doubt Sessions & Tests

LESSON PLAN (Session 23-24)

Semester -Odd

Department: Marketing

Class : BA sem 5

Name of the faculty: Rachna Anand

Paper code:MM 25

Nomenclature of the paper: Marketing (Rural marketing)

Month	Week	Topics to be covered
August	01.08.23-05.08.23	Introduction to Rural marketing Evolution of Rural marketing Nature of Rural marketing
	07.08.23-12.08.23	Rural marketing concepts Features of rural marketing Opportunities Challenges Difference between rural and urban marketing
	14.08.23-19.08.23	Rural marketing environment Factors Importance
	21.08.23-26.08.23	Rural consumer Behaviour Rural consumer process
	28.08.23-31.08.23	Determinants of Rural consumer Behaviour Problems in studying Rural consumer Behaviour Behaviour of Indian rural consumer
September	01.09.23-09.09.23	Open book test Assignment Presentations
	11.09.23-16.09.23	Rural Market segmentation Objectives Criteria for segmentation
	18.09.23-23.09.23	Basis for market segmentation Strategies Importance
	25.09.23-30.09.23	Rural marketing mix... elements Factors Importance Steps
October	03.10.23-07-10.23	Strategies for Rural marketing

	09.10.23-14.10.23	Marketing of non durables products Marketing of Durable products Sessional test
	16.10.23-21.10.23	Personal selling in Rural markets Open book tests Presentations
	23.10.23-28.10.23	Innovation in rural marketing Question bank
	30.10.23-31.10.23	Discussion on Previous years question papers
November	02.11.23-04.11.23	Revision
	06.11.23-09.11.23	Doubt Sessions & Tests
	10.11.23-16.11.23	Diwali Vacations
	17.11.23-24.11.23	Revision,