

Lesson Plan

Session: 2025-26

Class: B.A. 1st Semester

Nomenclature of the paper: Marketing Management

Paper code: B23-MKT-101

Name of the faculty: Ms. Rachna Anand

Month	Week	Topics to be covered
July	22.07.25 - 26.07.25	1.Orientation 2.Concept of Market, shopping, Marketing
	28.07.25 - 31.07.25	Introduction....Meaning, Definition of Marketing
August	1.08.25 - 02.08.25	1.Meaning of Marketing, Selling 2.Core concept of Marketing
	04.08.25 - 09.08.25	1 Historical development of Marketing concept 2 Different Marketing concepts
	11.08.25 - 16.08.25	1 Traditional Marketing concept 2.Modern Marketing concept 3.Difference between old and new concept of Marketing
	18.08.25 - 23.08.25	1. Importance of Modern concept of Marketing 2 Applicability of Modern concept of Marketing in India 3. Limitations of Marketing concept 4. Class test
	25.08.25 - 30.08.25	1.Market Segmentation... meaning, definition, features 2.Objectives of Segmentation 3. Need of Segmentation
September	01.09.25- 06.09.25	1 Market segmentation strategies 2. Basis of segmenting Consumer market... Geographical, Demographic 3.Examples discussion
	08.09.25-13.09.25	1.Basis of segmenting Consumer Market... Behavioral, psychological Example discussion 2. Requirements of Effective Market segmentation
	15.09.25-20.09.25	1 Basis of segmenting Industrial market 2.Importance and advantages of Market Segmentation 3 Market segmentation strategies
	22.09.25-27.09.25	1. Selecting Marketing Strategies. 2 Importance and advantages of Market segmentation 3. Segmenting consumer market by taking example of consumer product 4.Class test
	29.09.25-30.09.25	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
October	01.10.25- 04.10.25	1. Consumer Behaviour.... meaning and definition 2.Determinants of Consumer Behaviour 3. Sessional test
	06.10.25-11.10.25	1.Importance of studying Consumer Behaviour 2.Change in consumer Behaviour and its effect on marketing 3. Behaviour of Indian consumers 4.Difficulties in understanding consumer Behaviour 5.Buying process
	13.10.25 - 18.10.25	Behaviour of Indian consumers Difficulties in understanding consumer Behaviour Buying process
	19.10.25 - 26.10.25	Diwali Vacations
	27.10.25- 31.10.25	1.Concept of Need, Want, Desire 2 Concept of Market potential 3.Measurement of Market potential
November	03.11.25-08.11.25	1.Concept and application of customer value, Customer lifetime value 2.Recent developments in marketing
	10.11.25-15.11.25	1.Question bank 2.problem solving session 3.open book tests 4.presentations
	17.11.25 - 22.11.25	Revision
	25.11.25	Examinations

Lesson Plan

Session: 2025-26

Class: B.A. 3rd Semester

Nomenclature of the paper: Advertising & personal Selling Paper code: B23-MKT-301

Name of the faculty: Rachna Anand

Month	Week	Topics to be covered
July	22.07.25 - 26.07.25	Advertising concept, nature & importance
	28.07.25 - 31.07.25	Advertising & communication Types of advertising Advertising management process
August	1.08.25 - 02.08.25	Social & economic aspects of advertising
	04.08.25 - 09.08.25	Advertising objectives Advertising budget AIDA model
	11.08.25 - 16.08.25	Advertising copy Media planning Media selection & scheduling
	18.08.25 - 23.08.25	Advertising agency Client relationship Evaluating advertising effectiveness
	25.08.25 - 30.08.25	Personal selling concept, nature, objective, importance, types
September	01.09.25 - 06.09.25	Salesmanship concept, objective, importance & types
	08.09.25 - 13.09.25	Types of selling situation & salesperson Qualities of salesman
	15.09.25 - 20.09.25	Career opportunities in personal selling Differences among personal selling, salesmanship & sales force management
	22.09.25 - 27.09.25	Buyer seller dyad Buying motives & theories
	29.09.25 - 30.09.25	Personal selling process Approaches to personal selling
October	01.10.25 - 04.10.25	Personal selling (contd.) Sales report
	06.10.25 - 11.10.25	Sales manuals Role, IT in personal selling
	13.10.25 - 18.10.25	Ethical issue in personal selling Revision
	19.10.25 - 26.10.25	Diwali Vacations
	27.10.25 - 31.10.25	Question bank Problem solving session Revision
November	03.11.25 - 08.11.25	Open book test
	10.11.25 - 15.11.25	Presentations
	17.11.25 - 22.11.25	Revision
	25.11.25	Examinations

Lesson Plan

Session: 2025-26

Class: B.A. 5th Semester

Nomenclature of the paper: Retailing

Paper code: B23-MKT-501

Name of the faculty: Ms. Rachna Anand

Month	Week / Dates	Topics Covered
July	22.07.25 – 26.07.25	Introduction to Retailing–Concept, Characteristics, Importance
	28.07.25 – 31.07.25	Functions & Theories of Retailing
August	01.08.25 – 02.08.25	Emerging Trends in Retailing
	04.08.25 – 09.08.25	Evolution of Retailing in India; History of Retail Institutions
	11.08.25 – 16.08.25	Contribution of Retailing to Indian Economy
	18.08.25 – 23.08.25	Globalization of Retailing
	25.08.25 – 30.08.25	Indian Retailing Scenario; Organizational Environment in Retail Sector
September	01.09.25 – 06.09.25	Factors Behind Change in Indian Retail Industry
	08.09.25 – 13.09.25	Retail Formats: By Ownership, Store-based Strategy Mix
	15.09.25 – 20.09.25	Non-Store Based & E-Retailing; Non-traditional Retailing
	22.09.25 – 27.09.25	E-Retailing Strategies
	29.09.25 – 30.09.25	Retail Market Segmentation – Introduction
October	01.10.25 – 04.10.25	Store Location: Trading Area Analysis, Characteristics
	06.10.25 – 11.10.25	Site Selection, Types of Locations, Evaluation
	13.10.25 – 18.10.25	Store Planning: Design & Layout; Retail Image Mix
	19.10.25 – 26.10.25	Diwali Vacations
	27.10.25 – 31.10.25	Retail Space Management; Atmospherics; HR in Retail, Retail Marketing Mix
November	01.11.25	Holiday
	03.11.25 – 08.11.25	Advertising & Sales Promotion; Store Positioning; Customer Service
	10.11.25 – 15.11.25	Retail Merchandising: Buying Organization Formats, Merchandise Plans
	17.11.25 – 22.11.25	Shrinkage in Merchandise; Merchandise Pricing – Concepts & Strategies and Revision
	25.11.25	Examinations

Lesson Plan

Session: 2025-26

Class: B. Com. 5th Semester

Nomenclature of the paper: Creativity & Advertising

Paper code: B23-VOC-126

Name of the faculty: Ms. Rachna Anand

Month	Week	Topics to be covered
July	22.07.25 - 26.07.25	Introduction, Overview of Advertising, Creativity in Ads
	28.07.25 - 31.07.25	Designing Ad Copies (Print)
August	1.08.25 - 02.08.25	Broadcast Ad Copy (Radio/TV)
	04.08.25 - 09.08.25	Internet Ad Copy & Web Commercials
	11.08.25 - 16.08.25	Media Strategies for Creative Ads
	18.08.25 - 23.08.25	New-Age Media
	25.08.25 - 30.08.25	Media and Media Mix
September	01.09.25- 06.09.25	Media Planning & Scheduling
	08.09.25-13.09.25	Media Buying & Testing
	15.09.25-20.09.25	Determinants of Ad Decisions
	22.09.25-27.09.25	Measuring Effectiveness
	29.09.25-30.09.25	Creative Team Formation
October	01.10.25- 04.10.25	Slogan and Logo Creation
	06.10.25-11.10.25	Prepare Creative Brief/Script
	13.10.25 - 18.10.25	In-Class Presentation
	19.10.25 - 26.10.25	Diwali Vacations
	27.10.25- 31.10.25	Budgeting for Ads
November	03.11.25-08.11.25	Project Report Compilation
	10.11.25-15.11.25	Final Presentations & Wrap-up
	17.11.25 - 22.11.25	Internal Evaluation & Feedback
	25.11.25	Examinations

Lesson Plan

Session: 2025-26

Class: MDC 1st Semester

Nomenclature of the paper: Business Organisation (MDC) Paper code: B23-MKT-102

Name of the faculty: Ms. Rachna Anand

Month	Week	Topics to be covered
July	22.07.25-26.07.25	Business organization: Meaning, features and objectives, Concept of Industry, commerce and trade. Distinctive features of different form of business Organization
	28.07.25- 31.07.25	Sole proprietor, meaning, features.
August	1.08.25-02.08.25	Partnership Characteristics
	04.08.25-09.08.25	Registration of Partnership deed
	11.08.25-16.08.25	Partner Rights, Duties and Liabilities
	18.08.25-23.08.25	Revision and test
	25.08.25- 30.08.25	Dissolution of Partnership deed
September	01.09.25- 06.09.25	Joint stock company: Concepts Characteristics types
	08.09.25-13.09.25	Conceptual framework of corporate governance. Formation of Company
	15.09.25-20.09.25	Cooperative and state ownership: Meaning, trade associations,
	22.09.25-27.09.25	Emergence of Indian MNCs. Transactional Corporation, Liberalization, Privatization and Globalization
	29.09.25-30.09.25	Revision and test
October	01.10.25-04.10.25	Form of business Organisation in new millennium
	06.10.25-11.10.25	Setting up of new enterprise, opportunities and ideas generation. role of creativity and innovation Test
	13.10.25- 18.10.25	Feasibility study and business plan, business size and location
	19.10.25 -26.10.25	Diwali Vacations
	27.10.25- 31.10.25	Various factors to be considered starting a new unit
November	01.11.25	Holiday
	03.11.25-08.11.25	Special Economic zone policy
	10.11.25-15.11.25	Presentation & Debates on Different Topics
	17.11.25 - 22.11.25	Revision, Doubt Sessions & Tests
	25.11.25	Examinations

Lesson Plan

Session: 2025-26

Class: MDC 3rd Semester

Nomenclature of the paper: Rural Marketing

Paper Code: B23-MKT-302

Name of the faculty: Ms. Rachna Anand

Month	Week	Topics to be covered
July	22.07.25 - 26.07.25	Rural Marketing: Meaning, nature, characteristics
	28.07.25 - 31.07.25	Opportunity and Challenges to Rural Marketing in India
August	1.08.25 - 02.08.25	Socio culture, economic, demographic, technological and other environmental factor affecting rural marketing
	04.08.25 - 09.08.25	Rural Consumer behaviour
	11.08.25 - 16.08.25	Segmentation of Rural Marketing
	18.08.25 - 23.08.25	Strategies for Rural Marketing
	25.08.25 - 30.08.25	Rural Marketing Mix
September	01.09.25- 06.09.25	Difference in Urban and Rural Marketing
	08.09.25-13.09.25	Problem in Rural Marketing
	15.09.25-20.09.25	Strategies for Rural Marketing
	22.09.25-27.09.25	Product Planning, Pricing
	29.09.25-30.09.25	Doubts & Revision
October	01.10.25- 04.10.25	Promotion and management of distribution channels for marketing of durables and non - durables in rural area
	06.10.25-11.10.25	Planning and Organizing personnel selling in rural markets
	13.10.25 - 18.10.25	Innovation in rural Marketing
	19.10.25 - 26.10.25	Diwali Vacations
	27.10.25- 31.10.25	E - commerce in rural Marketing
November	01.11.25	Holiday
	03.11.25-08.11.25	E-chaupal and other similar initiatives
	10.11.25-15.11.25	Revision, Doubt & tests
	17.11.25 - 22.11.25	Revision, Doubt & tests
	25.11.25	Examinations