

Session: 2020-21

Course: BBA

Name of the Faculty	:	Ms. GARIMA SURI
Discipline	:	MANAGEMENT
Semester	:	3 rd sem
Subject	:	Marketing Management 15 Weeks15 Weeks (From Aug. 2020 to Nov.30)
Lesson Plan Duration	:	
Work load (Lectures/Practical)		
Per week (in hours)	:	Lectures-02, Practicals-00

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC (including assignment /test)	PRACTICAL DAY	TOPIC
1 ST	1 st	Meaning of marketing ; difference between marketing and selling, concepts of marketing,	NO PRACTICALS	
	2 nd			
2 nd	1 st	marketing mix ,Marketing process, marketing environment		
	2 nd			
3 rd	1 st	Determinants of consumer behavior; consumer's purchase decision process		
	2 nd			
4 th	1 st	differentiation and positioning; marketing research.		
	2 nd			
5 th	1 st	Product and product line decisions ; branding decisions		
	2 nd			
6 th	1 st	packaging and labeling decisions; product life cycle concept		
	2 nd			
7 th	1 st	new product development; pricing decisions. Distribution channels: - retailing,		
	2 nd			
8 th	1 st	Distribution channels: -wholesaling, warehousing and physical distribution		
	2 nd			
9 th	1 st	conceptual introduction to supply chain management,		
	2 nd			

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10 th	1 st	conceptual introduction to customer relationship marketing	
	2 nd	promotion mix - personal selling	
11 th	1 st	advertising,	
	2 nd	sales promotion	
12 th	1 st	personal selling ,publicity	
	2 nd		
13 th	1 st	REVISION	
	2 nd		
14 th	1 st	REVISION	
	2 nd		
15 th	1 st	PRE-UNIVERSITY EXAMINATIONS	
	2 nd		