

Lesson Plan for B.Com IInd Semester

Name of the Assistant Professor: Prabhjot kaur

Class: B.Com II. Semester Sec. A

Subject: Fundamental of Marketing for Even semester (January to April 2020)

1	01jan-04 jan	week 1	Marketing: An Introduction
2	06 jan-11jan	Week 2	Marketing Concepts
3	13jan-18jan	Week 3	Marketing Management
4	20jan-25jan	Week 4	Marketing Mix
5	27jan-1feb	Week 5	Marketing Environment
6	03 feb-8feb	Week 6	Marketing Segmentation
7	10 feb- 15feb	week7	Consumer Behaviour
8	17 feb- 22feb	week8	Product: Concept and Classification
9	24feb-29feb	week9	Product Mix Strategies
10	02march-07 march	Week10	Branding, Packaging and Labelling
11	09march- 14march	Week 11	HOLIDAYS
12	16march- 21march	Week12	Product Life Cycle
13	23march- 28march	Week13	New Product Development Process
14	30march- 04april	week14	Product Pricing
15	06april- 11april	week15	Promotion Mix
16	13april- 18april	week16	Distribution Channels
17	20april-	week17	Revision