

**NBGSMS College**  
**Lesson Plan July 2019- Nov 2019**

<b>Name of assistant Professor :</b>	<b>Ms. Chetna Kaur</b>
<b>Class :</b>	<b>BBA</b>
<b>Semester:</b>	<b>III Sem</b>
<b>Subject:</b>	<b>MARKETING MANAGEMENT</b>

	<b>Day</b>	<b>Date</b>	<b>Topic</b>
<b>1st Week</b>	1	16-Jul-19	Meaning and definition of market
	2	17-Jul-19	Meaning and definition of market continue
	3	18-Jul-19	Classification of markets
	4	19-Jul-19	Concept of Marketing
	5	20-Jul-19	Distinction between market and marketing
	<b>Sunday</b>	21-Jul-19	
<b>2nd Week</b>	1	22-Jul-19	Introduction to Marketing
	2	23-Jul-19	Introduction to Marketing continued
	3	24-Jul-19	Marketing concept
	4	25-Jul-19	Marketing concept continued
	5	26-Jul-19	difference between marketing and selling
	6	27-Jul-19	difference between marketing and selling continued
<b>Sunday</b>	28-Jul-19		
<b>3rd week</b>	1	29-Jul-19	Meaning and introduction marketing mix
	2	30-Jul-19	marketing mix continued
	3	31-Jul-19	<b>Holiday</b>
	4	01-Aug-19	Introduction of marketing process
	5	02-Aug-19	marketing process continued
	6	03-Aug-19	Introduction of Marketing environment
<b>Sunday</b>	04-Aug-19		
<b>4th week</b>	1	05-Aug-19	Components of marketing mix
	2	06-Aug-19	Test
	3	07-Aug-19	Introduction of consumer behavior
	4	08-Aug-19	consumer behavior continued
	5	09-Aug-19	Introduction of consumer's purchase decision process
	6	10-Aug-19	consumer's purchase decision process
<b>Sunday</b>	11-Aug-19		
<b>5th week</b>	1	12-Aug-19	<b>Holiday</b>
	2	13-Aug-19	Motives of consumer's purchase decision process
	3	14-Aug-19	Factors influencing consumer's purchase decision process
	4	15-Aug-19	<b>Holiday</b>
	5	16-Aug-19	Factors influencing consumer's purchase decision process continue
	6	17-Aug-19	Introduction of market segmentation
<b>Sunday</b>	18-Aug-19	Approaches to market segmentation	
<b>6th week</b>	1	19-Aug-19	Levels market segmentation
	2	20-Aug-19	Introduction of target marketing
	3	21-Aug-19	Basis of target marketing
	4	22-Aug-19	differentiation and positioning
	5	23-Aug-19	Positioning strategies
	6	24-Aug-19	<b>Holiday</b>
<b>Sunday</b>	25-Aug-19		
<b>7th week</b>	1	26-Aug-19	Positioning strategies continued
	2	27-Aug-19	Concept of marketing research
	3	28-Aug-19	Process of marketing research
	4	29-Aug-19	Process of marketing research continued
	5	30-Aug-19	Methods of marketing research
	6	31-Aug-19	presentations
<b>Sunday</b>	01-Sep-19		
<b>8th week</b>	1	02-Sep-19	Concept of marketing information system
	2	03-Sep-19	Types of marketing information system
	3	04-Sep-19	Types of marketing information system continued
	4	05-Sep-19	Sales forecasting methods
	5	06-Sep-19	Sales forecasting methods continued

	6	07-Sep-19	Introduction and meaning of product
	<b>Sunday</b>	08-Sep-19	
<b>9th week</b>	1	09-Sep-19	Types of products
	2	10-Sep-19	Product planning
	3	11-Sep-19	Types of product strategies
	4	12-Sep-19	Introduction of product line
	5	13-Sep-19	Product diversification
	6	14-Sep-19	Standardisation and simplification
	<b>Sunday</b>	15-Sep-19	
<b>10th week</b>	1	16-Sep-19	Product differentiation
	2	17-Sep-19	Concept of branding
	3	18-Sep-19	branding decisions
	4	19-Sep-19	Test
	5	20-Sep-19	Concept of packaging
	6	21-Sep-19	Packaging decisions
	<b>Sunday</b>	22-Sep-19	
<b>11th week</b>	1	23-Sep-19	<b>Holiday</b>
	2	24-Sep-19	Packaging decisions continued
	3	25-Sep-19	Concept of labelling
	4	26-Sep-19	Labelling decisions
	5	27-Sep-19	Labelling decisions
	6	28-Sep-19	Introduction of product life cycle
	<b>Sunday</b>	29-Sep-19	
<b>12th week</b>	1	30-Sep-19	Stages of product life cycle
	2	01-Oct-19	Concept of new product development
	3	02-Oct-19	<b>Holiday</b>
	4	03-Oct-19	Steps of new product development
	5	04-Oct-19	Concept of product pricing decisions
	6	05-Oct-19	Factors affecting the product pricing decisions
	<b>Sunday</b>	06-Oct-19	Pricing of new products
<b>13th week</b>	1	07-Oct-19	Introduction of Distribution channels
	2	08-Oct-19	<b>Holiday</b>
	3	09-Oct-19	Types of Distribution channels
	4	10-Oct-19	Concept of retailing
	5	11-Oct-19	Presentations
	6	12-Oct-19	Concept of wholesaling
	<b>Sunday</b>	13-Oct-19	
<b>14th week</b>	1	14-Oct-19	Wholesaling continued
	2	15-Oct-19	Concept of warehousing and physical distribution
	3	16-Oct-19	Types of warehouses
	4	17-Oct-19	<b>Holiday</b>
	5	18-Oct-19	Types of warehouses
	6	19-Oct-19	Transportation
	<b>Sunday</b>	20-Oct-19	
<b>15th week</b>	1	21-Oct-19	Kinds of Transportation
	2	22-Oct-19	Concept of supply chain management
	3	23-Oct-19	Test
	4	24-Oct-19	Diwali Holidays start
	5	25-Oct-19	
	6	26-Oct-19	
	<b>Sunday</b>	27-Oct-19	
<b>16th week</b>	1	28-Oct-19	
	2	29-Oct-19	
	3	30-Oct-19	
	4	31-Oct-19	introduction to customer relationship marketing
	5	01-Nov-19	customer relationship marketing continued
	6	02-Nov-19	customer relationship marketing continued
	<b>Sunday</b>	03-Nov-19	
<b>17th week</b>	1	04-Nov-19	Concept of promotion mix
	2	05-Nov-19	Types of promotion mix
	3	06-Nov-19	Concept of personal selling
	4	07-Nov-19	Personal selling continued

	5	08-Nov-19	Concept of advertising
	6	09-Nov-19	Test
	<b>Sunday</b>	10-Nov-19	
<b>18th week</b>	1	11-Nov-19	Concept of sales promotion
	2	12-Nov-19	Concept of publicity
	3	13-Nov-19	Revision of unit 1
	4	14-Nov-19	Revision of unit 2
	5	15-Nov-19	Revision of unit 3
	6	16-Nov-19	Revision of unit 4
	<b>Sunday</b>	17-Nov-19	
<b>Name of assistant Professor :</b>	<b>Ms. Chetna Kaur</b>		
<b>Class :</b>	<b>B.Com</b>		
<b>Semester:</b>	<b>SEM 1st</b>		
<b>Subject:</b>	<b>BUSINESS ECONOMICS</b>		
	<b>Day</b>	<b>Date</b>	<b>Topic</b>
<b>1st Week</b>	1	16-Jul-19	Introduction of economy, economics and economy activities
	2	17-Jul-19	Same topic continue
	3	18-Jul-19	Basic problem of an economy
	4	19-Jul-19	Basic problem of an economy continue
	5	20-Jul-19	Differentiation between economy, economics
	<b>Sunday</b>	21-Jul-19	
<b>2nd Week</b>	1	22-Jul-19	working of price mechanism
	2	23-Jul-19	Introduction of price mechanism
	3	24-Jul-19	Introduction of price mechanism continue
	4	25-Jul-19	working of price mechanism
	5	26-Jul-19	Same topic continue
	6	27-Jul-19	Test
	<b>Sunday</b>	28-Jul-19	
<b>3rd week</b>	1	29-Jul-19	concept of Elasticity of demand
	2	30-Jul-19	concept of Elasticity of demand continue
	3	31-Jul-19	<b>Holiday</b>
	4	01-Aug-19	measurement of Elasticity of demand
	5	02-Aug-19	measurement of Elasticity of demand continue
	6	03-Aug-19	importance of Elasticity of demand continue
	<b>Sunday</b>	04-Aug-19	
<b>4th week</b>	1	05-Aug-19	determinants of elasticity of demand
	2	06-Aug-19	determinants of elasticity of demand continue
	3	07-Aug-19	Average revenue
	4	08-Aug-19	marginal revenue
	5	09-Aug-19	marginal revenue and elasticity of demand
	6	10-Aug-19	Same topic continue
	<b>Sunday</b>	11-Aug-19	
<b>5th week</b>	1	12-Aug-19	<b>Holiday</b>
	2	13-Aug-19	elasticity of supply
	3	14-Aug-19	elasticity of demand and elasticity of supply
	4	15-Aug-19	<b>Holiday</b>
	5	16-Aug-19	elasticity of demand and elasticity of supply continue
	6	17-Aug-19	Test
	<b>Sunday</b>	18-Aug-19	
<b>6th week</b>	1	19-Aug-19	1st unit presentatios
	2	20-Aug-19	Production Function
	3	21-Aug-19	Law of variable proportions
	4	22-Aug-19	Law of variable proportions continue
	5	23-Aug-19	Isoquants
	6	24-Aug-19	<b>Holiday</b>
	<b>Sunday</b>	25-Aug-19	
<b>7th week</b>	1	26-Aug-19	Isoquants continue
	2	27-Aug-19	Economic regions
	3	28-Aug-19	optimum factor combination
	4	29-Aug-19	Same topic continue
	5	30-Aug-19	expansion path
	6	31-Aug-19	returns to scale

	<b>Sunday</b>	01-Sep-19	
<b>8th week</b>	1	02-Sep-19	returns to scale continue
	2	03-Sep-19	Internal economies
	3	04-Sep-19	external economies
	4	05-Sep-19	diseconomies
	5	06-Sep-19	Ridge lines
	6	07-Sep-19	Ridge lines continue
	<b>Sunday</b>	08-Sep-19	
<b>9th week</b>	1	09-Sep-19	test
	2	10-Sep-19	Theory of costs
	3	11-Sep-19	Same topic continue
	4	12-Sep-19	concepts of cost
	5	13-Sep-19	Short run cost curves
	6	14-Sep-19	Long run cost curves
	<b>Sunday</b>	15-Sep-19	
<b>10th week</b>	1	16-Sep-19	Differentiation Between Short run & Long run cost curves
	2	17-Sep-19	Traditional approaches of cost curves
	3	18-Sep-19	Modern approaches of cost curves
	4	19-Sep-19	Same topic continue
	5	20-Sep-19	Revision
	6	21-Sep-19	Test
	<b>Sunday</b>	22-Sep-19	
<b>11th week</b>	1	23-Sep-19	<b>Holiday</b>
	2	24-Sep-19	Presentations of unit 2
	3	25-Sep-19	Presentations of unit 2 continue
	4	26-Sep-19	consumer behaviour
	5	27-Sep-19	consumer behaviour continue
	6	28-Sep-19	Same topic
	<b>Sunday</b>	29-Sep-19	
<b>12th week</b>	1	30-Sep-19	Theory of consumer behaviour
	2	01-Oct-19	Theory of consumer behaviour continue
	3	02-Oct-19	<b>Holiday</b>
	4	03-Oct-19	Same topic
	5	04-Oct-19	Concept of utility
	6	05-Oct-19	utility continue
	<b>Sunday</b>	06-Oct-19	
<b>13th week</b>	1	07-Oct-19	Revision
	2	08-Oct-19	<b>Holiday</b>
	3	09-Oct-19	Test
	4	10-Oct-19	Concept and introduction of indifference curve
	5	11-Oct-19	Concept and introduction of indifference curve continue
	6	12-Oct-19	indifference curve analysis
	<b>Sunday</b>	13-Oct-19	
<b>14th week</b>	1	14-Oct-19	indifference curve analysis
	2	15-Oct-19	indifference curve analysis continue
	3	16-Oct-19	Same topic
	4	17-Oct-19	<b>Holiday</b>
	5	18-Oct-19	Concept of Market
	6	19-Oct-19	Concept of Market continue
	<b>Sunday</b>	20-Oct-19	
<b>15th week</b>	1	21-Oct-19	Same topic Revision
	2	22-Oct-19	classification of markets
	3	23-Oct-19	classification of markets continue
	4	24-Oct-19	Diwali Holiday
	5	25-Oct-19	
	6	26-Oct-19	
	<b>Sunday</b>	27-Oct-19	
<b>16th week</b>	1	28-Oct-19	
	2	29-Oct-19	
	3	30-Oct-19	
	4	31-Oct-19	Same topic Revision
	5	01-Nov-19	presentations of unit 3

	6	02-Nov-19	presentations of unit 3 continue
	<b>Sunday</b>	03-Nov-19	
<b>17th week</b>	1	04-Nov-19	structure of markets
	2	05-Nov-19	structure of markets continue
	3	06-Nov-19	Same topic
	4	07-Nov-19	Same topic
	5	08-Nov-19	Revision
	6	09-Nov-19	test
	<b>Sunday</b>	10-Nov-19	
<b>18th week</b>	1	11-Nov-19	Presentations of unit 4
	2	12-Nov-19	Presentations of unit 4 continue
	3	13-Nov-19	Revision of unit 1
	4	14-Nov-19	Revision of unit 2
	5	15-Nov-19	Revision of unit 3
	6	16-Nov-19	Revision of unit 4
	<b>Sunday</b>	17-Nov-19	
			<b>Topic</b>

<b>Name of assistant Professor :</b>	<b>Ms. Chetna Kaur</b>
<b>Class :</b>	<b>B.Com</b>
<b>Semester:</b>	<b>3rd sem</b>
<b>Subject:</b>	<b>Corporate Law</b>

	<b>Day</b>	<b>Date</b>	<b>Topic</b>
<b>1st Week</b>	1	16-Jul-19	Introduction of whole syllabus
	2	17-Jul-19	Meaning of Company and Characteristics
	3	18-Jul-19	Characteristics of company
	4	19-Jul-19	Meaning of corporate veil
	5	20-Jul-19	Statutory provisions
	<b>Sunday</b>	21-Jul-19	
<b>2nd Week</b>	1	22-Jul-19	Judicial Provisions
	2	23-Jul-19	Difference between Company and Partnership
	3	24-Jul-19	Revision
	4	25-Jul-19	Advantages of Company
	5	26-Jul-19	Disadvantages of Company
	6	27-Jul-19	Revision
	<b>Sunday</b>	28-Jul-19	
<b>3rd week</b>	1	29-Jul-19	Classification on the basis of Incorporation
	2	30-Jul-19	On the basis of Liability
	3	31-Jul-19	<b>Holiday</b>
	4	01-Aug-19	Classification of companies continue
	5	02-Aug-19	On the basis of transfer of shares and ownership
	6	03-Aug-19	On the basis of Nationality
	<b>Sunday</b>	04-Aug-19	
<b>4th week</b>	1	05-Aug-19	Other companies
	2	06-Aug-19	Same topic revision
	3	07-Aug-19	Presentation and Assignment
	4	08-Aug-19	Meaning and Characteristics of a private company
	5	09-Aug-19	Difference between private and public company
	6	10-Aug-19	Test
	<b>Sunday</b>	11-Aug-19	
<b>5th week</b>	1	12-Aug-19	<b>Holiday</b>
	2	13-Aug-19	Exemptions of a Private Company
	3	14-Aug-19	Conversion of private into public company
	4	15-Aug-19	<b>Holiday</b>
	5	16-Aug-19	Conversion of public into private company
	6	17-Aug-19	Revision
	<b>Sunday</b>	18-Aug-19	
<b>6th week</b>	1	19-Aug-19	Stages of formation of a company
	2	20-Aug-19	Promoter
	3	21-Aug-19	Promoter

	4	22-Aug-19	Functions of Promoter
	5	23-Aug-19	Rights and liabilities of a promoter
	6	24-Aug-19	<b>Holiday</b>
	<b>Sunday</b>	25-Aug-19	
<b>7th week</b>	1	26-Aug-19	Remuneration and types of promoter
	2	27-Aug-19	Incorporation of a company
	3	28-Aug-19	Same topic continue
	4	29-Aug-19	Capital Subscription
	5	30-Aug-19	Certificate of Commencement
	6	31-Aug-19	Revision and Assignment
	<b>Sunday</b>	01-Sep-19	
<b>8th week</b>	1	02-Sep-19	Presentation
	2	03-Sep-19	Memorandum of Association and features
	3	04-Sep-19	Importance of MOA
	4	05-Sep-19	Forms and legal requirements of MOA
	5	06-Sep-19	Subject Matter of MOA
	6	07-Sep-19	Same topic c continue
	<b>Sunday</b>	08-Sep-19	
<b>9th week</b>	1	09-Sep-19	Test
	2	10-Sep-19	Alteration of MOA
	3	11-Sep-19	Articles of Association and features
	4	12-Sep-19	Nature and obligations
	5	13-Sep-19	Revision
	6	14-Sep-19	Contents of AOA
	<b>Sunday</b>	15-Sep-19	
<b>10th week</b>	1	16-Sep-19	Process of alteration of articles
	2	17-Sep-19	Limitation regarding alteration
	3	18-Sep-19	Binding force of MOA and AOA
	4	19-Sep-19	Doctrine of Constructive Notice
	5	20-Sep-19	Doctrine of Constructive Notice continue
	6	21-Sep-19	Revision
	<b>Sunday</b>	22-Sep-19	
<b>11th week</b>	1	23-Sep-19	<b>Holiday</b>
	2	24-Sep-19	Doctrine of Indoor Management
	3	25-Sep-19	Difference between MOA and AOA
	4	26-Sep-19	Doctrine of ultra vires
	5	27-Sep-19	Same topic
	6	28-Sep-19	Presentation
	<b>Sunday</b>	29-Sep-19	
<b>12th week</b>	1	30-Sep-19	Prospectus and its need
	2	01-Oct-19	Contents of a Prospectus
	3	02-Oct-19	<b>Holiday</b>
	4	03-Oct-19	Golden Rules of prospectus
	5	04-Oct-19	Legal Requirements and scanning
	6	05-Oct-19	Mis-statement and its consequences
	<b>Sunday</b>	06-Oct-19	
<b>13th week</b>	1	07-Oct-19	Revision
	2	08-Oct-19	<b>Holiday</b>
	3	09-Oct-19	Test
	4	10-Oct-19	Prospectus and its need
	5	11-Oct-19	Contents of a Prospectus
	6	12-Oct-19	Golden Rules of prospectus
	<b>Sunday</b>	13-Oct-19	
<b>14th week</b>	1	14-Oct-19	Legal Requirements and scanning
	2	15-Oct-19	Mis-statement and its consequences
	3	16-Oct-19	Same topic
	4	17-Oct-19	<b>Holiday</b>
	5	18-Oct-19	Deemed and Shelf prospectus
	6	19-Oct-19	Red Herring Prospectus
	<b>Sunday</b>	20-Oct-19	
<b>15th week</b>	1	21-Oct-19	Open Discussion and Revision
	2	22-Oct-19	Borrowing Power and restrictions

	3	23-Oct-19	Ultra vires borrowing and Assignment
	4	24-Oct-19	Diwali holidays start
	5	25-Oct-19	
	6	26-Oct-19	
	<b>Sunday</b>	27-Oct-19	
<b>16th week</b>	1	28-Oct-19	
	2	29-Oct-19	
	3	30-Oct-19	
	4	31-Oct-19	Debenture and Debentures stock
	5	01-Nov-19	Classes and methods of debentures
	6	02-Nov-19	Debentures with trust deed
	<b>Sunday</b>	03-Nov-19	
<b>17th week</b>	1	04-Nov-19	Revision
	2	05-Nov-19	Mortgage
	3	06-Nov-19	Charge
	4	07-Nov-19	Fixed and floating charge
	5	08-Nov-19	Registration of charges
	6	09-Nov-19	Public deposit
	<b>Sunday</b>	10-Nov-19	
<b>18th week</b>	1	11-Nov-19	Presentations
	2	12-Nov-19	Presentations continue
	3	13-Nov-19	Revision of 1 unit
	4	14-Nov-19	Revision of 2 unit
	5	15-Nov-19	Revision of 3 unit
	6	16-Nov-19	Revision of 4 unit
	<b>Sunday</b>	17-Nov-19	

<b>Name of assistant Professor :</b>	<b>Ms. Chetna Kaur</b>
<b>Class :</b>	<b>M.com</b>
<b>Semester:</b>	<b>3rd sem</b>
<b>Subject:</b>	<b>Marketing concept &amp; decision</b>

	<b>Day</b>	<b>Date</b>	<b>Topic</b>
<b>1st Week</b>	1	16-Jul-19	Meaning & Definition of market
	2	17-Jul-19	Classification of market
	3	18-Jul-19	Meaning & definition of marketing
	4	19-Jul-19	D/f between market & marketing
	5	20-Jul-19	Approaches to the study of marketing
	<b>Sunday</b>	21-Jul-19	
<b>2nd Week</b>	1	22-Jul-19	Importance & objectives of the marketing
	2	23-Jul-19	How business & marketing are changing
	3	24-Jul-19	Marketing concept
	4	25-Jul-19	Modern view of marketing concept
	5	26-Jul-19	Holistic marketing concept
	6	27-Jul-19	Same topic continue
	<b>Sunday</b>	28-Jul-19	
<b>3rd week</b>	1	29-Jul-19	Integrated marketing
	2	30-Jul-19	Social responsibility marketing
	3	31-Jul-19	<b>Holiday</b>
	4	01-Aug-19	Marketing Task
	5	02-Aug-19	Nature of marketing management
	6	03-Aug-19	New waves thought of marketing
	<b>Sunday</b>	04-Aug-19	
<b>4th week</b>	1	05-Aug-19	Meaning of strategic planning
	2	06-Aug-19	D/f between strategic marketing & marketing management
	3	07-Aug-19	Three levels of marketing planning
	4	08-Aug-19	Strategic marketing planning process
	5	09-Aug-19	Forming strategic business unit
	6	10-Aug-19	Profit impact of marketing strategy
	<b>Sunday</b>	11-Aug-19	
<b>5th week</b>	1	12-Aug-19	<b>Holiday</b>
	2	13-Aug-19	test

	3	14-Aug-19	What is marketing strategy
	4	15-Aug-19	<b>Holiday</b>
	5	16-Aug-19	D/f between a Strategy & Tactics
	6	17-Aug-19	Two levels strategies
	<b>Sunday</b>	18-Aug-19	
<b>6th week</b>	1	19-Aug-19	Introduction of marketing environment
	2	20-Aug-19	Social forces & economic forces
	3	21-Aug-19	Political & technological forces
	4	22-Aug-19	Macro environment
	5	23-Aug-19	Micro environment
	6	24-Aug-19	<b>Holiday</b>
	<b>Sunday</b>	25-Aug-19	
<b>7th week</b>	1	26-Aug-19	Indian marketing environment
	2	27-Aug-19	Indian marketing environment continue
	3	28-Aug-19	Environmental scanning
	4	29-Aug-19	Why environmental scanning
	5	30-Aug-19	Merits & demerits of environmental scanning
	6	31-Aug-19	Techniques of environmental search
	<b>Sunday</b>	01-Sep-19	
<b>8th week</b>	1	02-Sep-19	Techniques of environmental search continue
	2	03-Sep-19	Process of scenario building
	3	04-Sep-19	Introduction of market segmentation
	4	05-Sep-19	Market segmentation Vs. product differentiation
	5	06-Sep-19	Benefits & cost of Market segmentation
	6	07-Sep-19	same topic
	<b>Sunday</b>	08-Sep-19	
<b>9th week</b>	1	09-Sep-19	Requisites of sound marketing segmentation
	2	10-Sep-19	Alternative market targeting strategies
	3	11-Sep-19	What is product positioning
	4	12-Sep-19	Determinants of successful product positioning
	5	13-Sep-19	Consumer buying behavior
	6	14-Sep-19	Significance of buyer behaviour
	<b>Sunday</b>	15-Sep-19	
<b>10th week</b>	1	16-Sep-19	Consumer buying behavior continue
	2	17-Sep-19	Steps in buying process
	3	18-Sep-19	Buyer behavior models
	4	19-Sep-19	Determinants of Consumer behaviour
	5	20-Sep-19	Introduction of customer value
	6	21-Sep-19	How to enhance customer loyalty
	<b>Sunday</b>	22-Sep-19	
<b>11th week</b>	1	23-Sep-19	<b>Holiday</b>
	2	24-Sep-19	test
	3	25-Sep-19	Introduction of concept of product
	4	26-Sep-19	Product characteristics
	5	27-Sep-19	Product classification
	6	28-Sep-19	Services of a product
	<b>Sunday</b>	29-Sep-19	
<b>12th week</b>	1	30-Sep-19	Types of product mix decision
	2	01-Oct-19	Product life cycle
	3	02-Oct-19	<b>Holiday</b>
	4	03-Oct-19	Product life cycle revision
	5	04-Oct-19	Marketing strategies based on PLC
	6	05-Oct-19	Marketing mix modifications
	<b>Sunday</b>	06-Oct-19	
<b>13th week</b>	1	07-Oct-19	Introduction of product planning
	2	08-Oct-19	<b>Holiday</b>
	3	09-Oct-19	presentations
	4	10-Oct-19	Component of product planning
	5	11-Oct-19	Introduction of new product development
	6	12-Oct-19	Steps in new product development
	<b>Sunday</b>	13-Oct-19	



<b>14th week</b>	1	14-Oct-19	Risk involved in new product development
	2	15-Oct-19	Test marketing
	3	16-Oct-19	Meaning of Branding
	4	17-Oct-19	<b>Holiday</b>
	5	18-Oct-19	test
	6	19-Oct-19	Features of a good brand
	<b>Sunday</b>	20-Oct-19	
<b>15th week</b>	1	21-Oct-19	Merits & demerits of branding
	2	22-Oct-19	Classification & types of brand and Brand strategies
	3	23-Oct-19	Brand equity , brand loyalty and Customer loyalty & satisfaction
	4	24-Oct-19	Diwali Vacations
	5	25-Oct-19	
	6	26-Oct-19	
	<b>Sunday</b>	27-Oct-19	
<b>16th week</b>	1	28-Oct-19	
	2	29-Oct-19	
	3	30-Oct-19	
	4	31-Oct-19	Product packaging and Packaging strategies
	5	01-Nov-19	<b>Holiday</b>
	6	02-Nov-19	Product labeling and Pricing Decisions
	<b>Sunday</b>	03-Nov-19	
<b>17th week</b>	1	04-Nov-19	Importance of pricing in marketing strategies
	2	05-Nov-19	price determination & Factors affecting pricing decision
	3	06-Nov-19	Process of marketing communication & Communication barriers
	4	07-Nov-19	Promotion & its importance & Factors affecting
	5	08-Nov-19	Objectives , functions of advertising & Advertising media
	6	09-Nov-19	features of effective advertisement & Process of personal selling
	<b>Sunday</b>	10-Nov-19	
<b>18th week</b>	1	11-Nov-19	Explanation of Publicity & Distribution channel decisions
	2	12-Nov-19	Physical distribution decisions
	3	13-Nov-19	Revision of unit 1
	4	14-Nov-19	Revision of unit 2
	5	15-Nov-19	Revision of unit 3
	6	16-Nov-19	Revision of unit 4
	<b>Sunday</b>	17-Nov-19	