

## LESSON PLAN

**Session:** 2024-25

**Class:** B.A. 1<sup>st</sup> Sem

**Nomenclature of the paper:** Marketing Management

**Paper code:** B23-MKT-101

**Name of the faculty:** Ms. Rachna Anand

Month	Week	Topics to be covered
<b>July</b>	22.07.24 - 27.07.24	1.Orientation 2.Concept of Market, shopping, Marketing
	29.07.24 - 31.07.24	Introduction....Meaning, Definition of Marketing
<b>August</b>	1.08.24 - 03.08.24	1.Meaning of Marketing, Selling 2.Core concept of Marketing
	05.08.24 - 10.08.24	1 Historical development of Marketing concept 2 Different Marketing concepts
	12.08.24 - 17.08.24	1 Traditional Marketing concept 2.Modern Marketing concept 3.Difference between old and new concept of Marketing
	19.08.24 - 24.08.24	1. Importance of Modern concept of Marketing 2 Applicability of Modern concept of Marketing in India 3. Limitations of Marketing concept 4. Class test
	26.08.24 – 31.08.24	1.Market Segmentation... meaning, definition, features 2.Objectives of Segmentation 3. Need of Segmentation
<b>September</b>	02.09.24- 07.09.24	1 Market segmentation strategies 2. Basis of segmenting Consumer market... Geographical, Demographic 3.Examples discussion
	09.09.24-14.09.24	1.Basis of segmenting Consumer Market... Behavioral, psychological Example discussion 2. Requirements of Effective Market segmentation
	16.09.24-21.09.24	1 Basis of segmenting Industrial market 2.Importance and advantages of Market Segmentation 3 Market segmentation strategies
	23.09.24-28.09.24	1. Selecting Marketing Strategies. 2 Importance and advantages of Market segmentation 3. Segmenting consumer market by taking example of consumer product 4.Class test
<b>October</b>	30.09.24 - 05.10.24	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
	07.10.24-12.10.24	1. Consumer Behaviour.... meaning and definition 2.Determinants of Consumer Behaviour 3. Sessional test
	14.10.24 - 19.10.24	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
	21.10.24-26.10.24	1.Concept of Need, Want, Desire 2 Concept of Market potential 3.Measurement of Market potential
	28.10.24-31.10.24	Diwali Vacations
<b>November</b>	01.11.24-03.11.24	Diwali Vacations
	04.11.24-09.11.24	1.Concept and application of customer value , Customer lifetime value 2.Recent developments in marketing
	11.11.24-16.11.24	1.Question bank 2.problem solving session 3.open book tests 4.presentations
	18.11.24-22.11.24	Revision

## LESSON PLAN

**Session:** 2024-25

**Class:** B.A. 1<sup>st</sup> Sem

**Nomenclature of the paper:** Business Organization (MDC-I)    **Paper code:** B23-MKT-102

**Name of the faculty:** Ms. Rachna Anand, Ms. Sarvjeet Kaur

Month	Week	Topics to be covered
<b>July</b>	22.07.24 - 27.07.24	Introduction of Business Concept
	29.07.24 - 31.07.24	Concept of Business: Characteristics, Objectives; Classification of Business: Commerce, Industry, Trade, Auxiliaries to Trade-Banking, Insurance, Transportation, Warehousing, Advertising, Communication.
<b>August</b>	1.08.24 - 03.08.24	Service sector: Concept, components and importance.
	05.08.24 - 10.08.24	Forms of business organizations: Sole proprietorship. Joint Hindu Family
	12.08.24 - 17.08.24	Forms of business organizations: Partnership (including LLP) and Company
	19.08.24 - 24.08.24	Company: Concept, characteristics
	26.08.24 – 31.08.24	Forms of company organization: One Person Company
<b>September</b>	02.09.24- 07.09.24	Forms of company organization: Private and Public Limited Company.
	09.09.24-14.09.24	Forms of company organization: Holding and subsidiary,
	16.09.24-21.09.24	Co-operative Organization: concept and Characteristics
	23.09.24-28.09.24	Factors influencing choice of form of organization, Internal constituents of business organization: CEO, their qualities and roles
<b>October</b>	30.09.24 - 05.10.24	Managerial personnel, their qualities, role and responsibilities
	07.10.24-12.10.24	Liberalization, Privatization and Globalization, International business: An introduction;
	14.10.24 - 19.10.24	MNCs: nature, types, critical analysis
	21.10.24-26.10.24	Assignments Given, Test & Revision of Chapters
	28.10.24-31.10.24	Diwali Vacations
<b>November</b>	01.11.24-03.11.24	Diwali Vacations
	04.11.24-09.11.24	Discussion of important questions, revisions of chapters and Tests.
	11.11.24-16.11.24	Revision, Doubt Sessions & Tests
	18.11.24-22.11.24	Revision, Doubt Sessions & Tests

## LESSON PLAN

Session: 2024-25

Class: B.A. 3<sup>rd</sup> Sem

Nomenclature of the paper: Advertising & Personal Selling

Paper code: B23-MKT-301

Name of the faculty: Ms. Rachna Anand

Month	Week	Topics to be covered
<b>July</b>	22.07.24 - 27.07.24	Advertising concept, nature & importance
	29.07.24 - 31.07.24	Advertising & communication Types of advertising Advertising management process
<b>August</b>	1.08.24 - 03.08.24	Social & economic aspects of advertising
	05.08.24 - 10.08.24	Advertising objectives Advertising budget AIDA model
	12.08.24 - 17.08.24	Advertising copy Media planning Media selection & scheduling
	19.08.24 - 24.08.24	Advertising agency Client relationship Evaluating advertising effectiveness
	26.08.24 - 31.08.24	Personal selling concept, nature, objective, importance, types
<b>September</b>	02.09.24- 07.09.24	Salesmanship concept, objective, importance & types
	09.09.24-14.09.24	Types of selling situation & salesperson Qualities of salesman
	16.09.24-21.09.24	Career opportunities in personal selling Differences among personal selling, salesmanship & sales force management
	23.09.24-28.09.24	Buyer seller dyad Buying motives & theories
<b>October</b>	30.09.24 - 05.10.24	Personal selling process Approaches to personal selling
	07.10.24-12.10.24	Personal selling (contd.) Sales report
	14.10.24 - 19.10.24	Sales manuals Role, IT in personal selling
	21.10.24-26.10.24	Ethical issue in personal selling Revision
	28.10.24-31.10.24	<b>Diwali Vacations</b>
<b>November</b>	01.11.24-03.11.24	<b>Diwali Vacations</b>
	04.11.24-09.11.24	Question bank Problem solving session Revision
	11.11.24-16.11.24	Open book test
	18.11.24-22.11.24	Presentations

## LESSON PLAN

**Session:** 2024-25

**Class:** B.A. 5<sup>th</sup> Sem

**Nomenclature of the paper:** Rural Marketing

**Paper code:** MM 25

**Name of the faculty:** Ms. Rachna Anand

<b>Month</b>	<b>Week</b>	<b>Topics to be covered</b>
<b>July</b>	22.07.24 - 27.07.24	No class
	29.07.24 - 31.07.24	No class
<b>August</b>	1.08.24 - 03.08.24	Introduction to Rural marketing Evolution of Rural marketing Nature of Rural marketing
	05.08.24 - 10.08.24	Rural marketing concepts Features of rural marketing Opportunities Challenges Difference between rural and urban marketing
	12.08.24 - 17.08.24	Rural marketing environment Factors Importance
	19.08.24 - 24.08.24	Rural consumer Behaviour Rural consumer process
	26.08.24 – 31.08.24	Determinants of Rural consumer Behaviour Problems in studying Rural consumer Behaviour Behaviour of Indian rural consumer
<b>September</b>	02.09.24- 07.09.24	Open book test Assignment Presentations
	09.09.24-14.09.24	Rural Market segmentation Objectives Criteria for segmentation
	16.09.24-21.09.24	Basis for market segmentation Strategies Importance
	23.09.24-28.09.24	Rural marketing mix... elements Factors Importance Steps
<b>October</b>	30.09.24 - 05.10.24	Strategies for Rural marketing
	07.10.24-12.10.24	Marketing of non-durables products Marketing of Durable products Sessional test
	14.10.24 - 19.10.24	Personal selling in Rural markets Open book tests Presentations
	21.10.24-26.10.24	Innovation in rural marketing Question bank

	28.10.24-31.10.24	Diwali Vacations
<b>November</b>	01.11.24-03.11.24	Diwali Vacations
	04.11.24-09.11.24	Assignment given, test
	11.11.24-16.11.24	Discussion of important chapters, revision of chapters
	18.11.24-22.11.24	Revision, doubt session & test

## LESSON PLAN

**Session:** 2024-25

**Class:** B.A.

**Nomenclature of the paper:** Personal Selling & Salesmanship **Paper code:** B23-MKT-302

**Name of the faculty:** Ms. Vaishali, Ms. Simple, Ms. Manmeet

Month	Week	Topics to be covered
<b>July</b>	22.07.24 - 27.07.24	No class
	29.07.24 - 31.07.24	No class
<b>August</b>	1.08.24 - 03.08.24	Personal selling and salesmanship: concept, nature, role and importance of selling in marketing, Qualities of sales person, types of consumer, selling as a carrier, consumer and industrial market.
	05.08.24 - 10.08.24	Theories of personal selling: AIDAS, Right set of circumstances theory, buying formula theory, behavioural equation theory, personal selling situation
	12.08.24 - 17.08.24	Personal selling process, buying motives in personal selling
	19.08.24 - 24.08.24	Territory and quota management: Need, procedure of setting up sales territories,
	26.08.24 - 31.08.24	Time management and routing, sales quotas: importance and types of sales quotas.
<b>September</b>	02.09.24 - 07.09.24	Relationship between sales territories and sales quotas.
	09.09.24 - 14.09.24	Evaluating the sales forces, need, method - quantitative and qualitative.
	16.09.24 - 21.09.24	Sales reports and documentation
	23.09.24 - 28.09.24	Sales manual, order book, cash manual.
<b>October</b>	30.09.24 - 05.10.24	Daily and periodicals reports.
	07.10.24 - 12.10.24	Ethical aspects of selling
	14.10.24 - 19.10.24	Revision of theories
	21.10.24 - 26.10.24	Doubt session
	28.10.24 - 31.10.24	Diwali Vacations
<b>November</b>	01.11.24 - 03.11.24	Diwali Vacations
	04.11.24 - 09.11.24	Assignment given, test
	11.11.24 - 16.11.24	Discussion of important chapters, revision of chapters
	18.11.24 - 22.11.24	Revision, doubt session & test