

Lesson Plan

Assistant/ Associate Professor DR. JASWINDER KAUR

Section: B. Com II SEM. SEC A

FUNDAMENTALS OF MARKETING

Week	Date	Topics
1	1-Jan-18	Introduction to Marketing, meaning & concept
	2-Jan-18	Principles of Marketing
	3-Jan-18	Marketing Management
	4-Jan-18	Contd --
	5-Jan-18	Marketing Mix
	6-Jan-18	Contd --
	7-Jan-18	Sunday
2	8-Jan-18	Contd --
	9-Jan-18	Marketing Environment Analysis
	10-Jan-18	Internal Environment
	11-Jan-18	External Environment
	12-Jan-18	Contd --
	13-Jan-18	Contd --
	14-Jan-18	Sunday
3	15-Jan-18	Revision / Test / Assignment I
	16-Jan-18	Market Segmentation
	17-Jan-18	Contd --
	18-Jan-18	Contd --
	19-Jan-18	Consumer Behaviour
	20-Jan-18	Contd --
	21-Jan-18	Sunday
4	22-Jan-18	Vasant Panchami
	23-Jan-18	Contd --
	24-Jan-18	Sir Chhotu Ram Jayanti
	25-Jan-18	Revision contd --
	26-Jan-18	Republic Day
	27-Jan-18	Revision / Test
	28-Jan-18	Sunday
5	29-Jan-18	Product - Meaning & Classification
	30-Jan-18	Product Mix
	31-Jan-18	Product Line Decisions

Dr. Jaswinder Kaur
09/12/18

Lesson Plan

Name of the Assistant/ Associate Professor: DR. JASWINDER KAUR

Class and Section: B.com (II SEM)

Subject: FUNDAMENTALS OF MARKETING

Week	Date	Topics
1	1-Feb-18	Product line Decisions -- Contd -
	2-Feb-18	Product life cycle
	3-Feb-18	Contd - -
	4-Feb-18	Sunday
2	5-Feb-18	Contd - -
	6-Feb-18	New Product Development Process
	7-Feb-18	Contd -
	8-Feb-18	Branding
	9-Feb-18	Contd - -
	10-Feb-18	Maharshi Dayanand Saraswati Jayanti
	11-Feb-18	Sunday
3	12-Feb-18	Packaging & Labelling
	13-Feb-18	Maha Shivratri
	14-Feb-18	Contd - -
	15-Feb-18	Contd - -
	16-Feb-18	Contd - -
	17-Feb-18	Revision/Text/ Assignment II
	18-Feb-18	Sunday
	4	19-Feb-18
20-Feb-18		Pricing objectives
21-Feb-18		Contd - -
22-Feb-18		Factors affecting Pricing Decision
23-Feb-18		Contd - - -
24-Feb-18		Contd -
25-Feb-18		Sunday
5		26-Feb-18
	27-Feb-18	Contd -
	28-Feb-18	Vacations

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24/1/18

Lesson Plan

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Name of the Assistant/ Associate Professor: DR JASWINDER KAUR

Class and Section: B. Com. II SEM

Subject: FUNDAMENTALS OF MARKETING

Week	Date	Topics
1	1-Mar-18	Guru Ravidas Birthday
	2-Mar-18	Holi
	3-Mar-18	Vacation
	4-Mar-18	Sunday
2	5-Mar-18	Promotion
	6-Mar-18	Contd -
	7-Mar-18	Contd -
	8-Mar-18	Contd -
	9-Mar-18	Contd -
	10-Mar-18	Contd -
	11-Mar-18	Sunday
3	12-Mar-18	Contd -
	13-Mar-18	Contd -
	14-Mar-18	Contd -
	15-Mar-18	Contd -
	16-Mar-18	Contd -
	17-Mar-18	Revision/ Doubt Session
	18-Mar-18	Sunday
	4	19-Mar-18
20-Mar-18		Types of Distribution channels
21-Mar-18		Contd -
22-Mar-18		Contd -
23-Mar-18		Shaheedi Diwas of Bhagat Singh, Rajguru & Sukhdev
24-Mar-18		Contd -
25-Mar-18		Sunday/ Ram Navami
5		26-Mar-18
	27-Mar-18	Contd -
	28-Mar-18	Contd -
	29-Mar-18	Mahavir Jayanti
	30-Mar-18	Contd -
	31-Mar-18	Contd -

Jaswinder Kaur
07/11/18

Lesson Plan

IV

Name of the Assistant/ Associate Professor... DR. JASWINDER KARR

Class and Section: B.Com II SEM

Subject: FUNDAMENTALS OF MARKETING

Week	Date	Topics
1		Sunday
	1-Apr-18	
	2-Apr-18	Distribution Channels contd -
	3-Apr-18	Comparison of various Dist. channels
	4-Apr-18	Contd -
	5-Apr-18	Contd -
	6-Apr-18	Factors affecting the choice of Distribution Channels
	7-Apr-18	Contd -
2	8-Apr-18	Sunday
	9-Apr-18	Contd -
	10-Apr-18	Role of Distribution Channels
	11-Apr-18	Contd -
	12-Apr-18	Contd -
	13-Apr-18	Doubt Session
	14-Apr-18	Dr Ambedkar Jayanti / Vaisakhi
3	15-Apr-18	Sunday
	16-Apr-18	Revision
	17-Apr-18	Revision
	18-Apr-18	Parashurama Jayanti
	19-Apr-18	Revision
	20-Apr-18	Revision/Test
	21-Apr-18	Revision
4	22-Apr-18	Sunday
	23-Apr-18	Revision/Test
	24-Apr-18	- do -
	25-Apr-18	- do -
	26-Apr-18	- do -
	27-Apr-18	- do -
	28-Apr-18	- do -

Jaswinder KARR
09/11/17