

Name: **Dr Rajinder Singh Vohra (Assistant Professor)**
 Class and Section: **B.com (II-Sem) Section B**
 Subject: **Fundamentals of Marketing**

Week	Date	Topic
1	1-Jan-18	Meaning and Definition of Marketing Nature and Scope of Marketing
	2-Jan-18	Marketing as an Art and Science Functions of Marketing
	3-Jan-18	importance of Marketing to various sections of the society Importance of Marketing as business functions importance of marketing in economic development
	4-Jan-18	Objectives of Marketing Difference between Selling and Marketing
	5-Jan-18	Meaning and definition of marketing concept difference between marketing and marketing concept Historical development of marketing concept
	6-Jan-18	Different types of marketing concepts traditional and modern concept of marketing Fundamental pillars of modern marketing concept
	7-Jan-18	Sunday
	2	8-Jan-18
9-Jan-18		Objectives of marketing management Nature of marketing management
10-Jan-18		Scope of marketing management Importance and problems of marketing management in Indian economy
11-Jan-18		Marketing management and sales management Difference between Marketing management and sales management Qualities of marketing manager
12-Jan-18		Defining Marketing mix Nature and Elements of marketing mix
13-Jan-18		Explanation of Product mix Explanation of Price Mix
14-Jan-18		Sunday
3		15-Jan-18
	16-Jan-18	controllable and uncontrollable factors of marketing mix importance of marketing mix
	17-Jan-18	Extended marketing mix Expanded marketing mix for service sector whether only 4 Ps
	18-Jan-18	Meaning and definition of marketing environment
	19-Jan-18	Nature of marketing environment Components of marketing environment
	20-Jan-18	Internal environment External environment Micro Environment
	21-Jan-18	Sunday
	4	22-Jan-18
23-Jan-18		Macro Marketing Environment
24-Jan-18		Sir Chhotu Ram Jayanti
25-Jan-18		Macro Marketing Environment
26-Jan-18		Republic Day
27-Jan-18		Scanning of Marketing Environment

		Impact of Environment on Marketing
	28-Jan-18	Sunday
5	29-Jan-18	Growing relevance of Marketing in India Impact of global marketing
	30-Jan-18	Defining Market segmentation Objectives of market segmentation Diff between market segmentation and market segment
	31-Jan-18	Guru Ravidas Jayanti

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Week	Date	Topic
1		Reasons for development of market segmentation Methods and concept of marketing segmentation Requirements of effective market segmentation
	1-Feb-18	
	2-Feb-18	Basis of market segmentation
	3-Feb-18	Basis of market segmentation
	4-Feb-18	Sunday
2	5-Feb-18	Market Segmentation strategies Advantages of market segmentation Examples of market segmentation
	6-Feb-18	Target Marketing Niche Marketing
	7-Feb-18	Defining consumer Behavior Types of Consumers
	8-Feb-18	Types of consumers according to buying behavior Significance of studying buying behavior Determinants of consumer behaviour
	9-Feb-18	Economic determinants of consumer behaviour
	10-Feb-18	Maharishi Dayanand Saraswati Jayanti
	11-Feb-18	Sunday
	3	12-Feb-18
13-Feb-18		Mahashivratri
14-Feb-18		Psychological determinants of consumer behaviour
15-Feb-18		Personal determinants of consumer behaviour
16-Feb-18		Difficulties in understanding consumer behavior Change in consumer behavior and its effect on marketing Behavior of Indian consumers Assignment 1
17-Feb-18		Class Test
18-Feb-18		Sunday
4		19-Feb-18
	20-Feb-18	product concept Levels of Product product classification
	21-Feb-18	Consumer product and Industrial product Difference between consumer and industrial product Marketing of consumer and industrial product
	22-Feb-18	Modern Classification of Product product classification on the basis of durability Durable Products
	23-Feb-18	Semi durable Products non-durable Products

	24-Feb-18	Meaning of Product mix Strategy Meaning and definition of product item Definition of Product line
	25-Feb-18	Meaning and definition of product mix Sunday
5	26-Feb-18	Dimensions of Product Mix Factors affecting the product mix Effect of organizational objectives on product mix
	27-Feb-18	Optimum Product mix Product line policies and strategies
	28-Feb-18	KUK Holidays

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Week	Date	Topic
1	1-Mar-18	KUK Holidays
	2-Mar-18	KUK Holidays
	3-Mar-18	KUK Holidays
	4-Mar-18	KUK Holidays/Sunday
2	5-Mar-18	Defining product differentiation Variables of product differentiation Examples of Product differentiation
	6-Mar-18	Meaning of Brand and allied terms Reasons of Branding
	7-Mar-18	Difference between brand and trade mark Advantages and disadvantages of branding Is branding socially desirable
	8-Mar-18	types of brands Brand policies and strategies factors affecting selection of good brand
	9-Mar-18	Brand testing Defining packaging and its advantages
	10-Mar-18	difference between packing and packaging Essentials of good packaging Classification of packaging
	11-Mar-18	Sunday
	3	12-Mar-18
13-Mar-18		Definition and types of labels Contents of good labels Objectives and advantages of labeling
14-Mar-18		Meaning and definition of product life cycle Features of product life cycle
15-Mar-18		Features of Product life cycle Shapes of product life cycle Length of product life cycle Marketing strategies during PLC
16-Mar-18		Factors affecting PLC Utility and limitations of PLC Extension of PLC Assignment II
17-Mar-18		Class Test
18-Mar-18		Sunday

4	19-Mar-18	Meaning of new product development Process of new product development
	20-Mar-18	Generation and screening of idea Business analysis Product development
	21-Mar-18	Test Marketing Commercialization procedure of test marketing Principles of test marketing
	22-Mar-18	Advantages and limitations of test marketing Difference between test marketing and product testing Failures of new product
	23-Mar-18	Shahidi diwas of Bhagat Singh
	24-Mar-18	Meaning of Price and pricing Importance of pricing in marketing mix
	25-Mar-18	Sunday
	5	26-Mar-18
27-Mar-18		Pricing policies
28-Mar-18		Factors affecting pricing decisions Procedure of determination of pricing
29-Mar-18		Mahavir Jayanti
30-Mar-18		Pricing methods New product pricing policies and strategies
31-Mar-18		Discount, rebates and premiums RPM

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Week	Date	Topic
	1-Apr-18	Sunday
1	2-Apr-18	Meaning and definition of promotion Difference between selling, promotion and sales promotion Need for promotional activities
		Characteristics of promotion
	3-Apr-18	Objectives of Promotion Meaning and Definition of promotion mix
		Methods and factors affecting promotion mix Optimum Promotion mix
	5-Apr-18	Meaning and characteristics of advertising Objectives and functions of advertising
	6-Apr-18	Money spent on advertising is an investment Advantages of ads to manufacturers, middleman, consumers and society
	7-Apr-18	Advertising is wasteful Economic, social and ethical objections
	8-Apr-18	Sunday
2	9-Apr-18	Meaning and definition of personal selling Difference between personal selling and salesmanship Characteristics and functions of personal selling Objectives and Process of personal selling
		Steps in personal selling process Importance of personal selling Limitations of personal selling
	10-Apr-18	

	11-Apr-18	Meaning and characteristics of sales promotion Objectives of sales promotion Reasons for rapid growth of sales promotion
	12-Apr-18	Importance of sales promotion Methods or tools of sales promotion Consumer, Dealer and sales force sales promotion Advantages and Limitations of sales promotion
	13-Apr-18	Meaning and characteristics of publicity Various forms of publicity
	14-Apr-18	Dr. amdedkar/vaisakhi
	15-Apr-18	Sunday
3	16-Apr-18	Defining public relations Public relations department functions of human relations department
	17-Apr-18	Definition and characteristics of distribution channels Role and functions of distribution channels Types of distribution channels
	18-Apr-18	Parshuram jayanti
	19-Apr-18	Distribution channels for consumer product Distribution channels for industrial products
	20-Apr-18	Factors affecting the choice of distribution channels Policies and strategies of distribution
	21-Apr-18	Meaning and definition of physical distribution Characteristics, objectives, and importance of physical distribution
	22-Apr-18	Sunday
4	23-Apr-18	Organization of physical distribution components of physical distribution Transportation modes, warehousing
	24-Apr-18	Inventory control Material Handling Order processing
	25-Apr-18	Revision and Queries of Students
	26-Apr-18	Revision and Queries of Students
	27-Apr-18	Revision and Queries of Students
	28-Apr-18	Revision and Queries of Students