

Lesson Plan

Name of the Assistant/ Associate Professor: Ashok Khurana
 Class and Section: M.Com IInd Sem
 Subject: Strategic Marketing

Week	Date	Topics
1	1-Jan-18	① <u>Strategic Marketing:</u> <u>Introduction, Concept, Features,</u>
	2-Jan-18	<u>Strategic Role of Marketing</u>
	3-Jan-18	<u>Strategic Marketing Mgt-Concept, Functions objective</u>
	4-Jan-18	<u>Challenges, Formulation of M. Strategy</u>
	5-Jan-18	<u>Hierarchy of Strategies</u>
	6-Jan-18	<u>—do—</u>
	7-Jan-18	Sunday
2	8-Jan-18	② <u>Strategic Marketing Planning Process</u> <u>Introd, Basic Approach, SMP Process</u>
	9-Jan-18	<u>Why SMP, Strategy Formulation, Key Steps</u>
	10-Jan-18	<u>Corporate + Business Level Strategy, Factors</u>
	11-Jan-18	<u>Strategy Selection's Product Pricing Strategy</u>
	12-Jan-18	<u>: Distribution-Promotion Strategy</u>
	13-Jan-18	③ <u>Corporate Strategy Decisions:</u> <u>Introduction Characteristics, Corporate Mission-Role</u>
	14-Jan-18	Sunday
3	15-Jan-18	<u>Mission Statement - Formulating & communicating</u>
	16-Jan-18	<u>Mission Statement- Characteristics, Content</u>
	17-Jan-18	<u>Vision: Introd, Nature, Features, Role, Developing, Benefits</u>
	18-Jan-18	<u>Goals & Objectives: Introd, Role, Characteristics</u>
	19-Jan-18	<u>—do— : Factors affecting Objective Setting, Examples</u>
	20-Jan-18	<u>Resource Allocation</u>
	21-Jan-18	Sunday
4	22-Jan-18	Vasant Panchami
	23-Jan-18	④ <u>Corporate Growth Strategies</u> <u>Introduction, Reasons, Types</u>
	24-Jan-18	Sr Chhotu Ram Jayanti
	25-Jan-18	<u>Concentration Strategies</u>
	26-Jan-18	Republic Day
	27-Jan-18	<u>Integration Strategy</u>
	28-Jan-18	Sunday
5	29-Jan-18	<u>Diversification Strategy - Introd, Pattern</u>
	30-Jan-18	<u>—do— : Reasons, Need, Risks</u>
	31-Jan-18	<u>Test, Assignment-I</u>

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 Class and Section: M. Com II Semester
 Subject: Strategic Marketing

Week	Date	Topics
1	1-Feb-18	⑤ <u>Business Strategies & Their Market Implications</u> Introduction, Business Level Strategies, Generic Business Strategies
	2-Feb-18	Cost Leadership Strategy
	3-Feb-18	Differentiation Business Strategy
	4-Feb-18	Sunday
2	5-Feb-18	Focus Business Strategy, Distinctive Hybrid Strategy
	6-Feb-18	Tactics, Market Implications
	7-Feb-18	⑥ <u>Internal Environment Analysis</u> Introduct, Internal Environment Analysis, Process
	8-Feb-18	Functional Analysis
	9-Feb-18	- do -, Value chain method
	10-Feb-18	Maharshi Dayanand Saraswati Jayanti
	11-Feb-18	Sunday
3	12-Feb-18	Methods of Analysing Corporate Capabilities - Introduction Method - Functional Area Profile & Resource Buildup Matrix
	13-Feb-18	Maha Shivratri
	14-Feb-18	Method - Strategic Advantage Profile, SWOT Analysis
	15-Feb-18	Gap Analysis
	16-Feb-18	⑦ <u>External Environment Analysis:</u> Introduction, concept, Features, Nature
	17-Feb-18	External Environment Analysis - Concept, Relevance, Need, Factors
	18-Feb-18	Sunday External Environmental Factors, Components
4	19-Feb-18	Techniques for Environmental Analysis
	20-Feb-18	Environmental Scanning
	21-Feb-18	⑧ <u>Industry and Competitor Analysis</u> Introduct, Dimensions of Industry Analysis
	22-Feb-18	Competitor Analysis
	23-Feb-18	Ratio of Competitor Analysis, Porter's Generic C-Stratgs
	24-Feb-18	Test, Assignment - II
	25-Feb-18	Sunday
5	26-Feb-18	⑨ <u>SWOT & Portfolio Analysis</u> SWOT - Introduct Analysis - SWOT Analysis using TOWS Matrix - Rules & Tables
	27-Feb-18	Portfolio Analysis: Introduct Portfolio Planning, Arms Advantage & Limitations
	28-Feb-18	

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Name of the Assistant/ Associate Professor: Ashok Khurana
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Week	Date	Topics
1	1-Mar-18	Guru Ravidas Birthday
	2-Mar-18	Holi
	3-Mar-18	Portfolio Analysis - Steps, Factors
	4-Mar-18	Sunday
2	5-Mar-18	Portfolio Analysis Techniques
	6-Mar-18	Portfolio Analysis Techniques, Conclusion
	7-Mar-18	⑩ Market Segmentation, Targeting & Positioning Mkt Segmentation - Introduction, Benefits, Requirements, Base
	8-Mar-18	Targeting: Introduction, Process, Profile
	9-Mar-18	Positioning: Introduction, Creating Positioning Strategy
	10-Mar-18	: Communication - Brand Positioning & Repositioning
	11-Mar-18	Sunday
	12-Mar-18	Segmentation, Targeting & Positioning Principles - Segmentation Strategies
13-Mar-18	- Segmentation Techniques, Targeting Strategies	
14-Mar-18	- Positioning Strategies & Procedure for Determining Positioning Strategies	
15-Mar-18	⑪ Marketing Strategies for New Market Entries: Entry Modes, Categories	
16-Mar-18	Market Entry Strategies: Advantage, Disadvantage, Risks, Joint Ventures	
17-Mar-18	Mergers & Amalgamation, Strategic Alliance, Business Alliances, Characteristics	
18-Mar-18	Sunday	
4	19-Mar-18	Diversification Strategies, Selecting the Right Entry Strategies
	20-Mar-18	New Product Development & Introduction Strategies
	21-Mar-18	- Contd - , Conclusion
	22-Mar-18	⑫ Marketing Strategies for Growth Markets Intro, Pattern of Growth, Characteristics - New Products
	23-Mar-18	Shaheed Diwas of Bhagat Singh, Rajguru & Sukhdev
	24-Mar-18	Growth of Existing Product Markets, Opportunities
	25-Mar-18	Sunday/ Ram Navami
5	26-Mar-18	Growth Marketing Strategies
	27-Mar-18	⑬ Marketing Strategies for Mature Markets Introduction, Mature Mkt Strategies
	28-Mar-18	⑭ Marketing Strategies for Declining Markets Introduction, Marketing Strategies
	29-Mar-18	Mahavir Jayanti
	30-Mar-18	⑮ Test
	31-Mar-18	Students PPT Presentation

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Name of the Assistant/ Associate Professor... Ashok Khurana

Class and Section: M. Com. Ind. Sem

Subject: Strategic Marketing

Week	Date	Topics
1		Sunday
	1-Apr-18	(15) Relationship between Business Strategies & Marketing Mix:
	2-Apr-18	Business Strategies - Introd, Types
	3-Apr-18	Marketing Mix Strategies - Introd, components
	4-Apr-18	Strategy Formulation for Marketing - Mix: - Product Strategy - Pricing Strategy
	5-Apr-18	- Promotion Strategy, distribution Strategy
	6-Apr-18	- Relationship
	7-Apr-18	(16) Marketing Strategy Implementation: Introd, meaning, Definition, Factors - Successful / Unsuccessful
2	8-Apr-18	Sunday
		- Activating Strategies
	9-Apr-18	
	10-Apr-18	Strategic Implementation: Aspects - Structural Implementation
	11-Apr-18	- Functional Implementation - Behavioural Implementation
	12-Apr-18	Value & Strategy Implementation, Resource Allocation
	13-Apr-18	Constraints in Marketing Strategy Implementation
	14-Apr-18	Dr Ambedkar Jayanti / Vaisakhi
3	15-Apr-18	Sunday
		(17) Marketing Strategy Evaluation & Control:
	16-Apr-18	Introduction, Concept, Motives, Control Process
	17-Apr-18	Criteria for Evaluation of Strategy
	18-Apr-18	Parashurama Jayanti
	19-Apr-18	Types of Strategic Control
	20-Apr-18	Marketing Strategy Evaluation & Control, Mechanism to Monitor the Marketing Strategies
	21-Apr-18	Controlling Marketing Strategies
4	22-Apr-18	Sunday
		Problems in controlling Marketing Activities,
	23-Apr-18	Requirements for Effective Evaluation & Control
	24-Apr-18	
	25-Apr-18	Seminar
	26-Apr-18	Seminar
	27-Apr-18	Group Discussion
28-Apr-18	Group Discussion	

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PTD -> Note