

Name: **ASHOK KHURANA**
 Class and Section: **M.COM IInd SEM**
 Subject: **STRATEGIC MARKETING**

Week	Date	Topic
1	1-Jan-18	Strategic Marketing: Introduction concept features
	2-Jan-18	Strategic role of marketing
	3-Jan-18	Strategic marketing Mgt- concept, functions objectives
	4-Jan-18	Challenges formulation of M.Strategy
	5-Jan-18	Guru Gobind Singh Jayanti
	6-Jan-18	Hierarchy of Strategies
	7-Jan-18	Sunday
2	8-Jan-18	Strategic marketing planning process: Introduction basic approach SMP process
	9-Jan-18	Why SMP , strategy Formulation key steps
	10-Jan-18	Corporate + Business Level strategy, Tactics
	11-Jan-18	Strategy selections : Product pricing Strategy
	12-Jan-18	-do-- Distribution Promotion Strategy
	13-Jan-18	Introduction Characteristics corporate Mission Role
	14-Jan-18	Sunday
3	15-Jan-18	Mission statement-formulating and communicating
	16-Jan-18	Mission statement-Characteristics , contents
	17-Jan-18	Vision: Introduction,Nature ,Feature Role, Developing, Benefits
	18-Jan-18	Goals and objectives, Introduction, role , characteristics
	19-Jan-18	-do- : factors affecting objective, setting, examples
	20-Jan-18	Resource Allocation
	21-Jan-18	Sunday
4	22-Jan-18	Basant Panchami
	23-Jan-18	Corporate Growth Strategies: introduction , Reasons , types
	24-Jan-18	Sir Chhotu Ram Jayanti
	25-Jan-18	Concentration Strategies
	26-Jan-18	Republic Day
	27-Jan-18	Integration strategy
	28-Jan-18	Sunday
5	29-Jan-18	Diversificationstrategy- introduction pattern
	30-Jan-18	-do- reasons,need risk
	31-Jan-18	Guru Ravidas Jayanti

Week	Date	Topic
1	1-Feb-18	Test: Assignment I
	2-Feb-18	Business Strategies and Their Market Implications : Introduction , Business Level Strategy Generic business strategies
	3-Feb-18	Cost leadership strategy
	4-Feb-18	Sunday
2	5-Feb-18	Differentiation business strategy
	6-Feb-18	Focus Business strategy, Hybrid strategy
	7-Feb-18	Tactics, Market Implications
	8-Feb-18	Internal Environmental Analysis: Introduction,Internal Environment Analysis, Process

	9-Feb-18	Functional Analysis
	10-Feb-18	Maharishi Dayanand Saraswati Jayanti
	11-Feb-18	Sunday
3	12-Feb-18	Functional Analysis, Value chain method
	13-Feb-18	Mahashivratri
	14-Feb-18	Method –strategic Advantage Profile , Swot Analysis
	15-Feb-18	Gap analysis
	16-Feb-18	External Environment Analysis: Introduction concept features nature
	17-Feb-18	External Environment Analysis-Concept, features ,need ,factors ,Components
	18-Feb-18	Sunday
4	19-Feb-18	Techniques for environmental Analysis
	20-Feb-18	Environmental scanning
	21-Feb-18	Industry and Competitor Analysis: Introduction dimensions of Introductory Analysis
	22-Feb-18	Competitor Analysis
	23-Feb-18	Role of Competitor analysis, porters, Generic c. strategy
	24-Feb-18	Test , Assignment-II
	25-Feb-18	Sunday
5	26-Feb-18	SWOT and Portforlio analysis:SWOT Introduction, analysis, swot Analysis using Tows Matrix, Rules and Tools
	27-Feb-18	Portfolio Analysis: Introduction fortfolio planning, aims, advantages and limitations.
	28-Feb-18	University Holidays

Week	Date	Topic
1	1-Mar-18	University Holidays
	2-Mar-18	University Holidays
	3-Mar-18	University Holidays
	4-Mar-18	University Holidays/Sunday
2	5-Mar-18	Portfolio Analysis-Steps, factors
	6-Mar-18	Portfolio Analysis techniques, conclusion
	7-Mar-18	Market Segmentation, targeting and positioning: Market segmentation-Introduction, benefits, requisites base
	8-Mar-18	Targeting: Introduction, process , profile
	9-Mar-18	Positioning : Introduction creating positioning strategy
	10-Mar-18	Positioning: communication, and positioning and repositioning
	11-Mar-18	Sunday
3	12-Mar-18	Segmentation, Targetting and positioning Principles: segmentation Strategies
	13-Mar-18	--Segmenting Techniques, Targeting strategies
	14-Mar-18	--Positioning strategies an procedure for determining positioning strategies
	15-Mar-18	Marketing strategies for New Market entries :introduction categories
	16-Mar-18	Market entry strategies – Advantage, disadvantage, joint ventures
	17-Mar-18	Mergers, amalgamation ,strategic , alliance, business alliance, characteristics
	18-Mar-18	Sunday

4	19-Mar-18	Diversification Strategies selecting the right entry strategies
	20-Mar-18	New Product Development and introduction strategies
	21-Mar-18	-contd- , conclusion
	22-Mar-18	Marketing Strategies for Growth Markets: Introduction, pattern of growth, characteristics – new products
	23-Mar-18	Shahidi diwas of Bhagat Singh
	24-Mar-18	Growth and existing product markets, opportunities
	25-Mar-18	Sunday
5	26-Mar-18	Growth marketing strategies
	27-Mar-18	Marketing strategies for mature market: Intod, Mature Mkt strategies
	28-Mar-18	Marketing Strategies for Declining Markets: Introduction, Marketing strategies
	29-Mar-18	Mahavir Jayanti
	30-Mar-18	Test
	31-Mar-18	Students PPT Presentations

Week	Date	Topic
	1-Apr-18	Sunday
1	2-Apr-18	Relationship between business strategies and marketing mix: Business Strategies-Intro types
	3-Apr-18	Marketing mix strategies – Introduction components
	4-Apr-18	Strategy Formulation for Marketing mix: Product strategy
	5-Apr-18	Prices strategy
	6-Apr-18	Promotion strategy, distribution strategy, Relationship
	7-Apr-18	Marketing strategy Implementation : Introduction , Meaning, Definition, Factors Successful/Unsuccessful
	8-Apr-18	Sunday
	2	9-Apr-18
10-Apr-18		Strategic Implementation :Aspect
11-Apr-18		Structural implementation
12-Apr-18		Functional implementation
13-Apr-18		Behavioral Implementation
14-Apr-18		Dr. Amedkar Jayanti and Vaisakhi
15-Apr-18		Sunday
3	16-Apr-18	Marketing Strategy Evaluation and control: introduction, concept , motives , control process
	17-Apr-18	Criteria for evaluation of strategy
	18-Apr-18	Parshuram Jayanti
	19-Apr-18	Types of strategy control
	20-Apr-18	Marketing Strategy evaluation and control, Mechanism to monitor the marketing strategies
	21-Apr-18	Controlling Marketing Strategies
	22-Apr-18	Sunday
4	23-Apr-18	Problems in controlling Marketing Activities
	24-Apr-18	Requirement for Effective evaluation and control
	25-Apr-18	Seminar
	26-Apr-18	Seminar
	27-Apr-18	Group discussion
	28-Apr-18	Group discussion

