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Class & Section : B.Com IInd Semester (B)
Subject : Marketing

Week	Date	Topic
1	1-Jan-19	Introduction of Principles of Marketing
	2-Jan-19	Meaning of Marketing
	3-Jan-19	Concept of Marketing
	4-Jan-19	Principles of Marketing
	5-Jan-19	Marketing Management
	6-Jan-19	Sunday
2	7-Jan-19	Marketing Management
	8-Jan-19	Marketing Management
	9-Jan-19	Marketing Mix
	10-Jan-19	Marketing Mix
	11-Jan-19	Marketing Mix
	12-Jan-19	Analysis of Marketing Environment
	13-Jan-19	Sunday
3	14-Jan-19	Analysis of Marketing Environment
	15-Jan-19	Internal Environment
	16-Jan-19	Internal Environment
	17-Jan-19	External Environment
	18-Jan-19	External Environment
	19-Jan-19	Demographic Environment
	20-Jan-19	Sunday
	4	21-Jan-19
22-Jan-19		Socio-Cultural Environment
23-Jan-19		Political Environment
24-Jan-19		Political Environment
25-Jan-19		Sir Chhoti Ram Jayanti
26-Jan-19		Republic Day
27-Jan-19		Sunday
5		28-Jan-19
	29-Jan-19	Economic Environment
	30-Jan-19	Natural Environment
	31-Jan-19	Economic Environment

Week	Date	Topic
1	01-Feb-19	Natural Environment
	02-Feb-19	Technological Environment
	03-Feb-19	Sunday
2	04-Feb-19	Technological Environment
	05-Feb-19	Legal Environment
	06-Feb-19	Legal Environment
	07-Feb-19	Market Segmentation
	08-Feb-19	Concept of Market Segmentation
	09-Feb-19	Concept of Market Segmentation
	10-Feb-19	Vasant Panchami/ Sunday
3	11-Feb-19	Basis of Market Segmentation
	12-Feb-19	Basis of Market Segmentation
	13-Feb-19	Understanding Consumer Behavior
	14-Feb-19	Understanding Consumer Behavior
	15-Feb-19	Understanding Consumer Behavior
	16-Feb-19	Meaning of Product
	17-Feb-19	Sunday
4	18-Feb-19	Meaning of Product
	19-Feb-19	Guru Ravi Dass Birthday
	20-Feb-19	Classification of Product
	21-Feb-19	Classification of Product
	22-Feb-19	Product Mix
	23-Feb-19	Product Mix
	24-Feb-19	Sunday
5	25-Feb-19	Product Mix
	26-Feb-19	Product Line Decisions
	27-Feb-19	Product Line Decisions
	28-Feb-19	Product Life Cycle

Week	Date	Topic
1	01-Mar-19	Maha Shivratri
	02-Mar-19	Product Life Cycle
	03-Mar-19	Product Life Cycle
2	04-Mar-19	New Product Development
	05-Mar-19	Process of New Product Development
	06-Mar-19	Branding
	07-Mar-19	Branding
	08-Mar-19	Branding
	09-Mar-19	Packaging
	10-Mar-19	Sunday
3	11-Mar-19	Packaging
	12-Mar-19	Class Test-II
	13-Mar-19	Assignment – I
	14-Mar-19	Packaging Governance
	15-Mar-19	Labelling
	16-Mar-19	Labelling
	17-Mar-19	Sunday
4	18-Mar-19	University Holidays
	19-Mar-19	University Holidays
	20-Mar-19	University Holidays
	21-Mar-19	University Holidays
	22-Mar-19	University Holidays
	23-Mar-19	University Holidays
	24-Mar-19	Sunday
5	25-Mar-19	Labelling
	26-Mar-19	Pricing of Product
	27-Mar-19	Objective of Product Pricing
	28-Mar-19	Objective of Product Pricing
	29-Mar-19	Objective of Product Pricing
	30-Mar-19	Factors Affective Pricing
	31-Mar-19	Sunday

Week	Date	Topic
1	01-Apr-19	Pricing Strategies
	02-Apr-19	Product Promotion
	03-Apr-19	Product Promotion
	04-Apr-19	Elements of Product Mix
	05-Apr-19	Elements of Product Mix
	06-Apr-19	Elements of Product Mix
	7-Apr-19	Sunday
2	08-Apr-19	Distribution Channels
	09-Apr-19	Meaning of Distribution Channels
	10-Apr-19	Types of Distribution Channels
	11-Apr-19	Types of Distribution Channels
	12-Apr-19	Role & Factors Affecting Choice of Distribution Channels
	13-Apr-19	Role & Factors Affecting Choice of Distribution Channels
	14-Apr-19	Vaisakhi/Ambedkar Jyanti/Sunday
3	15-Apr-19	Revision of Concept of Marketing
	16-Apr-19	Revision of Principles of Marketing
	17-Apr-19	Mahavir Jayanti
	18-Apr-19	Revision of Marketing Mix
	19-Apr-19	Revision of Market Environment
	20-Apr-19	Assignment-II
	21-Apr-19	Sunday
4	22-Apr-19	Revision of Internal Environment
	23-Apr-19	Revision of Market Segmentation
	24-Apr-19	Revision of Understanding Consumer Behavior
	25-Apr-19	Revision of Meaning of Product Mix
	26-Apr-19	Revision of Product Life Cycle
	27-Apr-19	Revision of Product Life Cycle
	28-Apr-19	Sunday
5	29-Apr-19	Revision of Product Branding, Packaging, Labelling
	30-Apr-19	Revision of Distribution Channels