**LESSON-PLAN (Session 2021-22) Even Semester**

**Name of Professor**: Ms. Manisha

**Subject: Fundamentals of Marketing**

**Class: B.Com I (II Sem)**

**Subject/Paper: BC 203**

| **Sr. No.** | **Days** | **Topics to be covered** | **Remarks if any** |
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|  | **01-04-2022to 15-04-2022** | **Introduction: meaning, concepts & principles of marketing; marketing management; marketing mix.** |  |
|  | **16-04-2022-30-04-2022** | Analysis of marketing environment: internal environment, external environment: demographic, socio-  cultural, political, economic, natural, technological, and legal. |  |
|  | **01-05-2022to 15-05-2022** | Market Segmentation: concept & bases of market segmentation; understanding consumer behavior. |  |
|  | **16-05-2022-31-05-2022** | Product: meaning, classification, product mix and product line decisions; product life cycle; new product  development process; branding; packaging; labelling. |  |
|  | **01-06-2022to 15-06-2022** | Pricing: pricing objectives; factors influencing pricing; pricing strategies. |  |
|  | **16-06-2022-30-06-2022** | Promotion: element of promotion mix. |  |
|  | **01-07-2022to 16-07-2022** | Distribution channel: meaning, types, role and factors affecting choice of distribution channel. |  |

\*Vacation as per university calendar

\*Assignments and unit test will be taken as per schedule.