

DAV CENTENARY COLLEGE FARIDABAD

Summary of Lesson Plans of College Faculty

Name of Asst/Associate Professor : DR ANKITA MOHINDRA, OMITA JOHAR, DR. NISHA SINGH

Class & Section: BBA III A,B,C

Subject: MARKETING MANAGEMENT

Academic Session 2023-2024 Odd Sem

	Date	Topics to be covered
Week 1	21/07/2023	Introduction to Marketing
	22/07/2023	Difference between Marketing and Selling
	23/07/2023	Sunday
	24/07/2023	Core concepts of Marketing
	25/07/2023	Core concepts of Marketing
	26/07/2023	Marketing Mix
	27/07/2023	Marketing Mix
	28/07/2023	Marketing Process
	29/07/2023	Marketing Process
WEEK 2	30/07/2023	Sunday
	31/07/2023	Marketing Environment
	01-08-2023	Marketing Environment
	02-08-2023	Class Test
	03-08-2023	Determinants of Consumer Behaviour
	04-08-2023	Determinants of Consumer Behaviour
	05-08-2023	Determinants of Consumer Behaviour
WEEK 3	06-08-2023	Sunday
	07-08-2023	Consumer purchase Decision Process
	08-08-2023	Consumer purchase Decision Process
	09-08-2023	Market Segmentation
	10-08-2023	Market Segmentation
	11-08-2023	Target Marketing
	12-08-2023	Target Marketing
WEEK 4	13/8/2023	Sunday
	14/8/2023	REVISION
	15/8/2023	Independence day
	16/8/2023	Differentiation
	17/8/2023	Differentiation
	18/8/2023	Positioning
	19/8/2023	Positioning
WEEK 5	20/8/2023	Sunday
	21/08/2023	Marketing Research
	22/08/2023	Marketing Research
	23/08/2023	Marketing Information System
	24/08/2023	Marketing Information System
	25/08/2023	Discussion on Long Questions(16 Marks)
	26/08/2023	Discussion on Short Questions(02 Marks)
	27/08/2023	Sunday

WEEK 6	28/08/2023	Revision
	29/08/2023	Revision
	30/08/2023	Rakhi
	31/08/2023	Product Decisions
	01-09-2023	Product Decisions
	02-09-2023	Product Line Decisions
WEEK 7	03-09-2023	Sunday
	04-09-2023	Product Line Decisions
	05-09-2023	Discussion on Long Questions(16 Marks)
	06-09-2023	Jananashtmi
	07-09-2023	Branding Decisions
	08-09-2023	Branding Decisions
	09-09-2023	Branding Decisions
WEEK 8	10-09-2023	Sunday
	11-09-2023	Product Life Cycle Concept
	12-09-2023	Product Life Cycle Concept
	13/9/2023	Product Life Cycle Concept
	14/9/2023	Product Life Cycle Concept
	15/9/2023	New Product Development
	16/9/2023	New Product Development
	17/9/2023	Sunday
WEEK 9	18/9/2023	Packaging and Labelling Decisions
	19/9/2023	Packaging and Labelling Decisions
	20/9/2023	Packaging and Labelling Decisions
	21/9/2023	Revision
	22/9/2023	Revision
	23/9/2023	Saheedi Diwas (Haryana Heros Martyrdom Day)
	24/9/2023	Sunday
WEEK 10	25/9/2023	Pricing Decisions
	26/9/2023	Pricing Decisions
	27/9/2023	Pricing Decisions
	28/9/2023	Test
	29/9/2023	Distribution Channels
	30/09/2023	Distribution Channels
	01-10-2023	Sunday
WEEK 11	02-10-2023	Gandhi Jayanti
	03-10-2023	Conceptual Introduction to Supply Chain Management
	04-10-2023	Conceptual Introduction to Customer Relationship Marketing
	05-10-2023	Conceptual Introduction to Customer Relationship Marketing
	06-10-2023	CRM in detail with example
	07-10-2023	Revision
	08.10.2023	Sunday
WEEK 12	09.10.2023	Promotion Mix
	10.10.2023	Personal Selling
	11.10.2023	Personal Selling
	12.10.2023	Advertising
	13.10.2023	Sales Promotion

	14.10.2023	Sales Promotion
	15.10.2023	Sunday
	16.10.2023	Publicity
	17.10.2023	Publicity
WEEK 13	18.10.2023	Publicity
	19.10.2023	Publicity
	20.10.2023	PPT Test
	21.10.2023	PPT Test
	22.10.2023	Sunday
	23.10.2023	Revision
	24.10.2023	Dusshera
WEEK 14	25.10.2023	Discussion on Long Questions(16 Marks)
	26.10.2023	Discussion on Short Questions(02 Marks)
	27.10.2023	Retailing
	28.10.2023	Retailing
	29.10.2023	Sunday
	30.10.2023	Retailing
	31.10.2023	Whole Selling
WEEK 15	01.11.2023	Haryana Day
	02.11.2023	Whole Selling
	03.11.2023	Whole Selling
	04.11.2023	Warehousing and Physical Distribution
	05.11.2023	Warehousing and Physical Distribution
	06.11.2023	Warehousing and Physical Distribution
	07.11.2023	PPT Test
WEEK 16	08.11.2023	Test on Short Questions
	09.11.2023	Test on Long Questions
	10.11.2023	Diwali Break
	11.11.2023	Diwali Break
	12.11.2023	Diwali Break
	13.11.2023	Diwali Break
	14.11.2023	Diwali Break
WEEK 17	15.11.2023	Diwali Break
	16.11.2023	Diwali Break
	17.11.2023	Revision
	18.11.2023	Revision
	19.11.2023	Sunday
	20.11.2023	Discussion on Long Questions(16 Marks)
	21.11.2023	Discussion on Short Questions(02 Marks)
WEEK 18	22.11.2023	Discussion on Long Questions(16 Marks)
	23.11.2023	Discussion on Short Questions(02 Marks)
	24.11.2023	Doubt Session
	25.11.2023	Examinations