

## **Lesson Plan 2024-25**

### **B. Com 2<sup>nd</sup> Semester**

#### **PRINCIPLES OF MARKETING**

**February 2025** - Marketing: Concept, nature, scope and importance; Evolution of Marketing; Understanding marketing in new perspectives; Marketing environment: Concept, importance; Micro environmental factors: Suppliers, marketing intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, natural, technological, politico-legal and socio- cultural.

Assignment 1

**March 2025** - Consumer behaviour: Concept, nature and importance, consumer buying decision process, factors Influencing consumer buying behaviour; Market segmentation: Concept, importance and bases; Target market selection; Positioning: Concept, importance and bases.

Assignment 2 and Assessment Test 1

**April 2025** - Product: Concept, importance and classification; Branding, Packaging and Labelling; Product life cycle; New product development; Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies.

Promotion: Nature and importance; Advertising, personal selling, sales promotion and publicity/public relations; Factors affecting promotion mix decisions; Distribution: Concept, importance and types of distribution channels; Factors affecting choice of distribution channel; Retailing; Wholesaling.

Assessment Test 2

**May 2025** – Overview of recent developments in marketing: Social marketing; Online marketing; Direct marketing; Green marketing; Relationship marketing.

Revision of Syllabus

#### **Course Learning Outcomes (CLO) –**

After completing this course, the learner will be able to:

1. Understand the basic concepts of marketing and assess the marketing environment.
2. Analyse the consumer behaviour in the present scenario and marketing segmentation.
3. Discover the new product development and factors affecting the price of a product in the present context.
4. Understand the promotional and distribution strategies along with the recent developments in the field of marketing.

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