Even Semester Lesson Plan

Subject: BC-203 FUNDAMENTALS OF MARKETING

Teacher name: Mr. Rammurti

April 2021

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| Introduction: meaning, concepts & principles of marketing; marketing management; marketing mix. Analysis of marketing environment: internal environment, external environment: demographic, sociocultural, political, economic, natural, technological, and legal. |

May 2021

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| Market Segmentation: concept & bases of market segmentation; understanding consumer behavior. |

June 2021

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| Product: meaning, classification, product mix and product line decisions; product life cycle; new product development process; branding; packaging; labelling. Pricing: pricing objectives; factors influencing pricing; pricing strategies. |

July 2021

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| Promotion: element of promotion mix. Distribution channel: meaning, types, role and factors affecting choice of distribution channel. |