



**NSCB Memorial Govt. Degree College
Hamirpur
District Hamirpur (H.P.)**

Tel No.: 01972-222227, FAX: 01972-222227, e-Mail: gchamirpur-hp@nic.in



Teaching Plan

Session (2024-2025)

Class: BBA IIIrd Sem.

Course: Principles of Marketing

Room No: 264 (Smart class room)

Name of the Teacher: Dr. Sandesh Kumari

Course Code: BBA302

S. No	Dates	Topics to be covered
	29-05-2024 to 15-06-2024	Admissions
Week 1	13-07-2024 to 15-07-2024	Orientation programme
Week 2	18-07-2024 to 24-07-2024	Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation
Week 3	25-07-2024 to 01-08-2024	Production concept: product concept, selling concept, marketing concept, holistic marketing societal marketing, green marketing/environmental marketing
Week 4	02-08-2024 to 08-08-2024	Marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural technological environment (Indian context)
Week 5	09-08-2024 to 16-08-2024	Portfolio approach– Boston Consultative Group (BCG) matrix
Week 6	17-08-2024 to 23-08-2024	Segmentation, Targeting and Positioning: Levels of Market Segmentation, basis of consumer segmentation ,differentiate between segmentation targeting and positioning
Week 7	24-08-2024 to 30-08-2024	Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC
Week 8	31-08-2024 to 06-09-2024	Marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labeling, New Product Development
Week 9	07-09-2024 to 13-09-2024	Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment)
Week 10	14-09-2024 to 20-09-2024	Adapting Promotion Mix: Factors determining promotion mix, Promotional Tools And Personal Selling;
Week 11	21-09-2024 to 27-09-2024	Place (Marketing Channels) Marketing channels (discussed in detail)g Price (Geographical Pricing, Promotional Pricing and Differential Pricing).
Week 12	28-09-2024 to 05-10-2024	Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers
Week 13	06-10-2024 to 15-10-2024	HOUSE EXAM
Week 14	16-10-2024 to 20-10-2024	Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps
Week 15	22-10-2024 to 15-11-2024	TERM END EXAMINATION INCLUDING DIWALI BREAK