

SRM UNIVERSITY
FACULTY OF SCIENCE & HUMANITIES
DEPARTMENT OF B.COM. A&F & CS
LESSON PLAN FOR THE EVEN SEMESTER 2014-15

SUBJECT: Marketing

STAFF NAME:K.VALAI LAKSHMI PRIYASUBJECT CODE: BCC1146

UNIT	SECTION	TOPIC TO BE COVERED	TITLE OF BOOK AND AUTHOR
I	Lecture 1	Introduction-market	Marketing – M. Vidhya
	Lecture 2	Marketing concept	Marketing – M. Vidhya
	Lecture 3	Meaning of market	Marketing – M. Vidhya
	Lecture 4	Classification of market	Marketing – M. Vidhya
	Lecture 5	Classification of market	Marketing – M. Vidhya
	Lecture 6	Evolution of marketing concept	Marketing – M. Vidhya
	Lecture 7	Marketing definition	Marketing – M. Vidhya
	Lecture 8	Micro marketing	Marketing – M. Vidhya
	Lecture 9	Macro marketing	Marketing – M. Vidhya
	Lecture 10	Modern marketing concept	Marketing – M. Vidhya
	Lecture 11	Modern marketing concept	Marketing – M. Vidhya
	Lecture 12	Features of modern marketing	Marketing – M. Vidhya
II	Lecture 13	Approaches to the study of marketing	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 14	Approaches to the study of marketing	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 15	Marketing environment	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 16	Marketing environment	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 17	Marketing function	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 18	Marketing function	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 19	Function of exchange	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 20	Function of physical distribution	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 21	Facilitating function	Marketing Management - R.S.N.Pillai and Bhagavathy

	Lecture 22	Marketing management	Marketing Management - R.S.N.Pillai and Bhagavathy
III	Lecture 23	Marketing management	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 24	Planning process	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 25	Planning process	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 26	Marketing research	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 27	Marketing research	Marketing Management - R.S.N.Pillai and Bhagavathy
	21/01/15 to 29/01/15	CYCLE TEST 1	
	Lecture 28	Marketing information system	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 29	Marketing information system	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 30	Consumer behaviour	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 31	Consumer behaviour	Marketing Management - R.S.N.Pillai and Bhagavathy
IV	Lecture 32	Marketing Mix	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 33	Product Mix	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 34	Product Mix	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 35	Price Mix	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 36	Price Mix	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 37	Physical distribution mix	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 38	Physical distribution mix	Marketing Management - R.S.N.Pillai and Bhagavathy
V	Lecture 39	Promotional mix	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 40	Promotional mix	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 41	Sales promotion	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 42	Sales promotion	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 43	Advertising	Marketing Management -

			R.S.N.Pillai and Bhagavathy
	23/02/2015 to 02/03/2015	CYCLE TEST 2	
	Lecture 44	Advertising	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 45	Personal selling	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 46	Personal selling	Marketing Management - R.S.N.Pillai and Bhagavathy
	Lecture 47	Revision	
	Lecture 48	Revision	
	Lecture 49	Revision	
	Lecture 50	Revision	
	Lecture 51	Revision	
	18/03/2015 to 25/03/2015	MODERN EXAM	