

ADVANCED INSTITUTE OF TECHNOLOGY & MANAGEMENT, PALWAL

Lesson Plan For Even Session

Class: BBA G 3RD SEM

Subject: MARKETING MANAGEMENT (BBA/GNL/301)

Session : July 2025-Dec 2025

Week	Lect.	Topic	Tentative Date	Actual Date
1	1st	Introduction to Marketing; difference between	14/7/2025	
	2nd	Core concepts of marketing;	16/7/2025	
	3rd	Marketing mix;	24/7/25	
	4th	Marketing process;	24/7/25	
2	1st	Marketing environment	25/7/25	
	2nd	Marketing environment	31/7/25	
	3rd	Assignment	5/8/2025	
	4th	Test	6/8/2025	
3	1st	Determinants of consumer behavior;	7/8/2025	
	2nd	Consumer's purchase decision process (exclude	8/8/2025	
	3rd	Market segmentation;	12/8/2025	
	4th	Market segmentation;	13/8/25	
4	1st	Target marketing;	19/8/25	
	2nd	Target marketing;	20/8/25	
	3rd	Differentiation and positioning;	21/8/25	
	4th	Marketing research;	22/8/25	
5	1st	Marketing research;	26/8/25	
	2nd	Marketing information system	29/8/25	
	3rd	Marketing information system	2/9/2025	
	4th	Assignment	3/9/2025	
6	1st	Test	4/9/2025	
	2nd	Product Decision	9/8/2025	
	3rd	Product line decisions	10/9/2025	
	4th	Branding decisions;	12/9/2025	
	1st	Packaging	16/9/2025	

7	2nd	Labeling decisions;	17/9/2025	
	3rd	Product life cycle concept	18/9/2025	
	4th	New product development;	23/9/2025	
8	1st	Pricing decisions	25/9/2025	
	2nd	Assignment	30/9/2025	
	3rd	Test	1/10/2025	
	4th	Distribution channels: - retailing, wholesaling,	9/10/2025	
9	1st	Warehousing and physical distribution,	24/10/2025	
	2nd	Conceptual introduction to supply chain management,	27/10/2025	
	3rd	Conceptual introduction to customer relationship	28/10/2025	
	4th	Promotion mix -	29/10/2025	
10	1st	Personal selling,	4/11/2025	
	2nd	Advertising,	6/11/2025	
	3rd	Sales promotion,	13/11/2025	
11		Publicity.	17/11/2025	
		Assignment	19/11/2025	
		Test	21/11/2025	