

Lesson Plan For Even Session				
Class: BBA(DM) 1ST SEM				
Subject: PRINCIPLES OF MARKETING (BBD- 103-V)				
Session : July 2025-Dec 2025				
Week	Lect.	Topic	Tentative Date	Actual Date
1	1	Introduction to Marketing - Meaning, Evolution,	Monday, 21 Jul 2025	
	2	Approaches to Marketing	Wednesday, 23 Jul 2025	
	3	Concept of Marketing Myopia	Thursday, 24 Jul 2025	
	4	Holistic Marketing	Friday, 25 Jul 2025	
2	5	Role of Information Technology in Marketing	Monday, 28 Jul 2025	
	6	Factors affecting the Marketing Environment	Wednesday, 30 Jul 2025	
	7	Components of Marketing Mix	Thursday, 31 Jul 2025	
3	9	Revision	Monday, 4 Aug 2025	
	10	Segmenting, Targeting and Positioning	Wednesday, 6 Aug 2025	
	11	Need and Basis for Market Segmentation	Thursday, 7 Aug 2025	
	12	Evaluating and Selecting Target Markets	Friday, 8 Aug 2025	
4	13	Concept of Positioning - USP	Monday, 11 Aug 2025	
	14	Relationship between MIS and Marketing Research	Wednesday, 13 Aug 2025	
	15	Significance of studying Consumer Behaviour	Thursday, 14 Aug 2025	
	16	Factors influencing Consumer Behaviour	Monday, 18 Aug 2025	
5	18	Revision	Thursday, 21 Aug 2025	
	19	Product Decisions - Concept, Levels of Product	Monday, 25 Aug 2025	
	20	Product Life Cycle (PLC) and its Significance	Wed, 27 Aug 2025	
6	21	New Product Development Process	Thu, 28 Aug 2025	
	22	Marketing Strategies at each Stage of New Product	Fri, 29 Aug 2025	
	23	Pricing Decisions - Meaning, Policies and Procedures	Mon, 1 Sep 2025	
	24	Factors affecting Pricing Decisions	Wed, 3 Sep 2025	
7	25	Branding Decisions	Thu, 4 Sep 2025	
	26	Packaging Decisions	Fri, 5 Sep 2025	
	28	Revision	Wed, 10 Sep 2025	
	29	Introduction to Market Logistics	Thu, 11 Sep 2025	

8	30	Channels of Distribution - Concept, Types and Factors affecting Channels of Distribution	Fri, 12 Sep 2025	
	31	Promotion Mix - Advertising, Sales Promotion, Personal Selling, Publicity and PR	Mon, 15 Sep 2025	
	32	Recent Developments in Marketing	Wed, 17 Sep 2025	
9	33	Green Marketing	Thu, 18 Sep 2025	
	34	Ethics in Marketing	Fri, 19 Sep 2025	
	35	Presesntation	Wed, 24 Sep 2025	
	36	Assignment	Thu, 25 Sep 2025	
10	37	Test	Sun, 26 Oct 2025	
	38	Revision unit 1	Mon, 27 Oct 2025	
	39	Revision unit 2	Wed, 29 Oct 2025	
	40	Revision unit 3	Thu, 30 Oct 2025	
	41	Revision unit 4	Fri, 31 Oct 2025	
	42	Presesntation	Mon, 3 Nov 2025	
	43	Presesntation	Thu, 6 Nov 2025	
	44	Presesntation	Fri, 7 Nov 2025	
	45	Presesntation	Mon, 10 Nov 2025	