

**DEPARTMENT OF COMMERCE
SHYAM LAL COLLEGE
UNIVERSITY OF DELHI**

Subject- Marketing Management

Paper- CP 6.1

B.com (P) Sem (VI)

S.N.	From	To	Topics
Week 1	2-Jan-17	7-Jan-17	Introduction,nature,scope of marketing: various Marketing philosophies,
Week 2	9-Jan-17	14-Jan-17	Modern marketing concept, Marketing Mix
Week 3	16-Jan-17	21-Jan-17	Marketing Management Process: an overview and Case studies
Week 4	23-Jan-17	28-Jan-17	Marketing Environment Macro and micro
Week 5	30-Jan-17	4-Feb-17	Consumer Buying Process,factors influencing consumer buying behaviour: An overview
Week 6	6-Feb-17	11-Feb-17	Market segmentation, Positioning and Case studies
Week 7	13-Feb-17	18-Feb-17	Product: concept,classification, major decisions
Week 8	20-Feb-17	25-Feb-17	Product attributes, branding, packaging
Week 9	27-Feb-17	4-Mar-17	Labelling, After sales services,
Week 10	6-Mar-17	11-Mar-17	Product Life Cycle and Case studies
	13-Mar-17	18-Mar-17	MID SEMESTER BREAK
Week 11	20-Mar-17	25-Mar-17	Pricing
Week 12	27-Mar-17	1-Apr-17	Market skimming and penetration pricing policies and Case studies
Week 13	3-Apr-17	8-Apr-17	Distribution- channels of distributions, meaning, importance and functions
Week 14	10-Apr-17	15-Apr-17	Logistics Meaning importance and decisions
Week 15	17-Apr-17	22-Apr-17	Promotion, meaning and importance, communication process.
Week 16	24-Apr-17	27-Apr-17	Promotion mix and Case studies