

Lesson Plan

Name of the Assistant/ Associate Professor: Mrs. Poonam

Class and Section: M.Com IInd semester

Subject: Strategic marketing.

Week	Date	Topics
1	1-Jan-18	Introduction to strategic marketing: concept and history
	2-Jan-18	Introduction to strategic marketing: marketing plan
	3-Jan-18	Introduction to strategic marketing: role of marketing
	4-Jan-18	Introduction to strategic marketing: planning process
	5-Jan-18	Introduction to strategic marketing: marketing strategy
	6-Jan-18	Introduction to strategic marketing: difference between strategy and tactics
	7-Jan-18	Sunday
2	8-Jan-18	Introduction to strategic marketing: strategic planning
	9-Jan-18	Introduction to strategic marketing: specific aspects of strategic planning
	10-Jan-18	Introduction to strategic marketing: strategic entry
	11-Jan-18	Introduction to strategic marketing: formulating strategies
	12-Jan-18	Introduction to strategic marketing: marketing strategies
	13-Jan-18	Test
	14-Jan-18	Sunday
3	15-Jan-18	Environmental analysis and scanning: meaning and concept
	16-Jan-18	Environmental analysis and scanning: strategically relevant components
	17-Jan-18	Environmental analysis and scanning: analysis
	18-Jan-18	Environmental analysis and scanning: characters and nature of general environment
	19-Jan-18	Environmental analysis and scanning: components of general environment
	20-Jan-18	Environmental analysis and scanning: industry and competitive environment
	21-Jan-18	Sunday
4	22-Jan-18	Vasant Panchami
	23-Jan-18	Environmental analysis and scanning: approach to environmental scanning
	24-Jan-18	Sir Chhotu Ram Jayanti
	25-Jan-18	Environmental analysis and scanning: factors governing the choice of environmental factors.
	26-Jan-18	Republic Day
	27-Jan-18	Environmental analysis and scanning: preparation of ETOP
	28-Jan-18	Sunday
5	29-Jan-18	test
	30-Jan-18	Environmental analysis and scanning: Internal environmental analysis and strategic advantage factors
	31-Jan-18	Environmental analysis and scanning: Identifying company resources strengths

		and competitive capabilities
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Week	Date	Topics
1	1-Feb-18	Environmental analysis and scanning: Identifying company resources weakness and competitive deficiencies
	2-Feb-18	Market- segmentation, Targetting and positioning: meaning
	3-Feb-18	Market- segmentation, Targetting and positioning: benefits
	4-Feb-18	Sunday
2	5-Feb-18	Market- segmentation, Targetting and positioning:cost
	6-Feb-18	Market- segmentation, Targetting and positioning: bases
	7-Feb-18	Market- segmentation, Targetting and positioning: requisites of sound market
	8-Feb-18	Market- segmentation, Targetting and positioning: market segmentation and marketing mix
	9-Feb-18	Market- segmentation, Targetting and positioning: target marketing
	10-Feb-18	Maharshi Dayanand Saraswati Jayanti
	11-Feb-18	Sunday
3	12-Feb-18	Market- segmentation, Targetting and positioning: alternate market target strategies
	13-Feb-18	Maha Shivratri
	14-Feb-18	Market- segmentation, Targetting and positioning: selecting a viable marketing strategy
	15-Feb-18	Market- segmentation, Targetting and positioning: market integration and orchestration
	16-Feb-18	Market- segmentation, Targetting and positioning: product positioning
	17-Feb-18	meaning of market entry strategy
	18-Feb-18	Sunday
4	19-Feb-18	Issue in market entry
	20-Feb-18	market strategies for new market entries
	21-Feb-18	Strategies for entering in International markets
	22-Feb-18	Market strategies for growth market
	23-Feb-18	Market strategies for mutual markets
	24-Feb-18	Strategic choices in mature market
	25-Feb-18	Sunday

5	26-Feb-18	Marketing strategies for declining market
	27-Feb-18	Assinment
	28-Feb-18	Meaning of business strategy

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Week	Date	Topics
1	1-Mar-18	Guru Ravidas Birthday
	2-Mar-18	Holi
	3-Mar-18	Scope of business strategy
	4-Mar-18	Sunday
2	5-Mar-18	test
	6-Mar-18	contents of a business strategy
	7-Mar-18	Competence in business strategy
	8-Mar-18	The elements of marketing mix
	9-Mar-18	Benefits and importance of marketing mix
	10-Mar-18	Expanded marketing mix for service
	11-Mar-18	Sunday
3	12-Mar-18	Relationship between business strategy and marketing mix
	13-Mar-18	Markeing strategy implementation
	14-Mar-18	Approaches to strategy implementation
	15-Mar-18	Behavioural implementation
	16-Mar-18	Strategic evaluation and control
	17-Mar-18	Discussion
	18-Mar-18	Sunday
4	19-Mar-18	test
	20-Mar-18	Revision
	21-Mar-18	Revision
	22-Mar-18	Revision
	23-Mar-18	Shaheedi Diwas of Bhagat Singh, Rajguru & Sukhdev
	24-Mar-18	Revision
	25-Mar-18	Sunday/ Ram Navami
5	26-Mar-18	test
	27-Mar-18	Revision
	28-Mar-18	Revision
	29-Mar-18	Mahavir Jayanti
	30-Mar-18	Revision
	31-Mar-18	Revision

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Week	Date	Topics
1	1-Apr-18	Sunday
	2-Apr-18	Revision
	3-Apr-18	Revision
	4-Apr-18	Revision
	5-Apr-18	Revision
	6-Apr-18	Revision
	7-Apr-18	Revision
	8-Apr-18	Sunday
2	9-Apr-18	test
	10-Apr-18	Revision
	11-Apr-18	Revision
	12-Apr-18	Revision
	13-Apr-18	Revision
	14-Apr-18	Dr Ambedkar Jayanti / Vaisakhi
	15-Apr-18	Sunday
3	16-Apr-18	test
	17-Apr-18	Revision
	18-Apr-18	Parashurama Jayanti
	19-Apr-18	Revision
	20-Apr-18	Revision
	21-Apr-18	Revision
	22-Apr-18	Sunday
4	23-Apr-18	Test
	24-Apr-18	Revision
	25-Apr-18	Revision

	26-Apr-18	Revision
	27-Apr-18	Revision
	28-Apr-18	Revision