

LESSON PLAN (2021)

B. Com (Hons)

Department of Management Golaghat Commerce College, Golaghat, Assam			
Subject: Principles of Marketing (PMTG IX)		Academic Year: 2021	
Course No. 504		Semester: 5th Sem	
Marks: 80 Hours: 40		Lectures: 60	
Name of the Teacher: Dr. Chinzakhum Vaiphei, Shankar Jyoti Doley			
Unit	Name of the Topic	Number of Lecture	Marks
Unit: I	Introduction: Nature and scope of marketing	3	20
	Importance of marketing	1	
	Marketing concepts- traditional and modern	4	
	Marketing mix and marketing environment	2	
Unit: II	Consumer behavior and market segmentation meaning and significance of consumer behaviors	5	20
	Market segmentation- meaning and importance, Bases for market segmentation		
Unit: III	Product: Concept of product; Product planning and development	3	20
	Packaging-role and functions; Brand name and trade mark; after sales service	4	
	Price: Importance of price in the marketing mix; factors affecting price of product/service	3	
Unit: IV	Promotion: Meaning, needs and importance of promotion; Methods of promotion	5	20
	Distributions Channels and Physical Distribution channels; Factors affecting choice of a distribution channel	5	