

CURRICULUM PLAN (Odd Semester 2025-26) August 2025- December 2025

Teacher Name: Dr. Isha Verma

Paper Name: Marketing for Beginners

Class Type: B.Com (GE 5.5) Semester 5

Units/ Work plan	Month wise schedule	Tests/Assignment/ Presentations etc.
Unit 1 Introduction to Marketing: Concept, Scope and Importance; Marketing Philosophies; Marketing Mix for goods and services. Marketing Environment: Need for studying marketing environment; Micro environment- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environment- demographic, economic, natural technological, politico-legal and socio-cultural factors.	August	Assignment
Unit 2 Consumer Behaviour: Need for studying consumer behavior; Stages in consumer buying decision process, Factors influencing consumer's buying decisions. Market Selection: Market segmentation-concept and bases of segmenting consumer markets; Market Targeting; Product Positioning- concept and bases.	September	Test
Unit 3 Product Decisions: Concept and classification; Product mix; Branding; Packaging; Labeling; Product support services; Product life cycle-concept and marketing strategies. Unit 4 Pricing Decisions: Objectives; Factors affecting price of a product; Pricing strategies for new products- penetration pricing and skimming pricing. Distribution Decisions: Channels of Distribution: types and functions; Wholesaling and retailing; factors affecting the channels of distribution; Distribution Logistics Decisions.	October	Presentation Assessment
Unit 5 Promotion Decisions: Communication process; Importance of promotion; Promotion tools: advertising, personal selling, sales promotion, public relations, publicity and direct marketing. Developments in Marketing: Sustainable Marketing, Rural marketing, Social marketing, Digital marketing – an overview.	November	Case Study analysis

