



Indraprastha College for Women

University of Delhi

Course Name:	B.Com(H)	
Paper Title:	Principles of Marketing	
Unique Paper Code:	2412082303	
Semester:	3	
Faculty(s):	Dr. Vinita Kaul Dar	
Year:	2024	

Work Plan			
Period	Unit No.	Learning Objective	Topics to be Covered
1 st Aug -3 rd Aug	I	Introduction to Marketing and Marketing Environment	Nature, scope, importance of marketing, Core concepts, marketing concepts
5 th Aug-10 th Aug	I	Introduction to Marketing and Marketing Environment	Marketing Philosophies, service marketing, marketing environment
12 th Aug-17 th Aug	II	Consumer Behaviour and Market Selection	Consumer buying process
19 th Aug-24 th Aug	II	Consumer Behaviour and Market Selection	Factors influencing Consumers buying decisions
26 th Aug-31 st Aug	II	Consumer Behaviour and Market Selection	Market Segmentation
2 nd Sep-7 th Sep	II	Consumer Behaviour and Market Selection	Market Targeting
9 th Sep-14 th Sep	II	Consumer Behaviour and Market Selection	Product positioning
16 th Sep-21 st Sep	III	Product Decision and New Product Development	Concept and classification Product mix Branding
23 rd Sep-28 th Sep	III	Product Decision and New Product Development	Branding Strategies Packaging, Labelling
30 th Sep-5 th Oct	III	Product Decision and New Product Development	New Product Development
7 th Oct-12 th Oct	III	Product Decision and New Product Development	Product Life Cycle PLC and marketing strategies
14 th Oct-19 th Oct	IV	Pricing Decisions and Distribution Decisions	Channels of Distribution Wholesaling Retailing
21 st Oct-26 th Oct	IV	Pricing Decisions and Distribution Decisions	Choice of Channel Logistic Decisions
28 th Oct-2 nd Nov			MID SEMESTER BREAK
4 th Nov-9 th Nov	IV	Pricing Decisions and Distribution Decisions	Objectives and factors Pricing Methods

			Pricing Strategies
11 th Nov-16 th Nov	V	Promotion Decisions and Developments in Marketing	Communication process Integrated marketing communication Advertising
18 th Nov-23 rd Nov	V	Promotion Decisions and Developments in Marketing	Personal Selling Publicity and direct marketing Sales promotion
25 th Nov-27 th Nov	V	Promotion Decisions and Developments in Marketing	Rural marketing Social marketing and sustainable marketing Digital Marketing
28 th Nov	DISBERSAL OF CLASSES		

	TOPICS
	As per DU syllabus
S. No.	Name of Authors/Books/Publishers
	Suggested readings as per DU syllabus