Name of the Faculty-Ms. Rashmi

Discipline - BBA
Semester - 4th
Subject and Code - BBA-211: Marketing Management
Lesson Plan Duration - 15 weeks (January,2018 to April, 2018)

Lecture Day	Week		Theory	Prac	
1 st view of Marketing, nature of Marketing 2 and Different market Forces operating within Market 3 rd Marketing Management meaning & Different Orientations 3 rd Marketing Management meaning & Different Orientations 4 dth (Micro & macro Environment) 5 th NA 4 dth (Micro & macro Environment) 5 th NA 6 th Components of Micro environment 5 th NA 6 th Components of Micro environment 7 th Scanning of marketing Environment 8 th NA 7 th Scanning of marketing Environment 9 th NA 8 th Narketing Micro environment 1 th NA 8 th Narket Segmentation of Circles for successful segmentation, Bases of 1 th NA 8 th Narket Postitioning Macro environment Meaning, Components of Mis, Role 1 th Narketing Information System: Meaning, Components of Mis, Role 1 th Narketing Research. Meaning, Components of Mis, Role 1 th Narketing Research environment Meaning, Components of Mis, Role 1 th Narketing Research. Meaning, Components of Mis, Role 1 th India (Brief Study) 1 th Narketing Research the Marketing Research towards 1 th India (Brief Study) 1 th Narketing Research towards 1 th India (Brief Study) 1 th Narketing Research Magening and Importance of study for 1 Marketing Research Meaning, Components of Study for 1 Marketing Research Magening and Importance of study for 1 Marketing Research Magening and Importance of study for 1 Narketing Research Magening and Importance of study for 1 Narketing Research Magening and Importance of study for 1 Narketing Research Magening Admit Magening Admit Magening Magening Magening Magening Magening Magening Magening Mag		Lecture Day	Topic (Including Assignment/ Test)	Practical Day	Topic
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