

**SYLLABUS PLAN: 4<sup>th</sup> SEMSTER 2024-25**  
**B.Com –II Marketing Management**

Week	Topics
01-01-2025 to 04-01-2025	<ul style="list-style-type: none"> <li>Marketing: Introduction, Scope, Functions and Importance of Marketing Management</li> </ul>
06-01-2025 to 11-01-2025	<ul style="list-style-type: none"> <li>Marketing Concepts</li> </ul>
13-01-2025 to 18-01-2025	<ul style="list-style-type: none"> <li>Market Segmentation</li> </ul>
20-01-2025 to 25-01-2025	<ul style="list-style-type: none"> <li>Market Segmentation</li> </ul>
28-01-2025 to 01-02-2025	<ul style="list-style-type: none"> <li>Consumer Behaviour</li> </ul>
03-02-2025 to 08-02-2025	<ul style="list-style-type: none"> <li>Product Planning and Development</li> </ul>
10-02-2025 to 15-02-2025	<ul style="list-style-type: none"> <li>Product Life Cycle</li> </ul>
17-02-2025 to 22-02-2025	<ul style="list-style-type: none"> <li>Pricing: Meaning, Importance</li> </ul>
24-02-2025 to 01-03-2025	<ul style="list-style-type: none"> <li>Factors affecting Pricing, Objectives</li> </ul>
03-03-2025 to 08-03-2025	<ul style="list-style-type: none"> <li>Pricing: Types of Price Policy</li> </ul>
17-03-2025 to 22-03-2025	<ul style="list-style-type: none"> <li>Pricing Strategies</li> </ul>
24-03-2025 to 29-03-2025	<ul style="list-style-type: none"> <li>Advertising, Media of Advertising</li> </ul>
31-03-2025 to 05-04-2025	<ul style="list-style-type: none"> <li>Sales Promotion, Publicity</li> </ul>
07-04-2025 to 12-04-2025	<ul style="list-style-type: none"> <li>Revision unit-I</li> </ul>
14-04-2025 to 19-04-2025	<ul style="list-style-type: none"> <li>Revision unit-II</li> </ul>
21-04-2025 to 26-04-2025	<ul style="list-style-type: none"> <li>Revision unit-III</li> </ul>
28-04-2025 to 30-04-2025	<ul style="list-style-type: none"> <li>Revision unit-IV</li> </ul>

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