



SADAKATHULLAH APPA COLLEGE (AUTONOMOUS)

Rahmath Nagar, Tirunelveli - 627 011

Online-Class Lesson Plan

Academic Year 2020-2021 [Odd Semester]

Department: PG and Research Department of Commerce

Class	:	I B.COM (B)
Semester	:	II SEMESTER
Name of the Faculty	:	Dr.M.PETCHIAMMAL
Title of the Course	:	MARKETING
Subject Code	:	18UACO21
ICT Tools used	:	GOOGLE MEET
Text books	:	R.S.N.PILLAI&BHAGAVATHI
Reference books	:	PHILIP KOTLER, PRINCIPLES OF MARKETING
e-resources	:	

Sl. No	Actual Date	Time	Order	Unit	Topics Planned	Date-Topics Covered on	Remarks
1	4-1-2021		A		Syllabus Discussion	4-1-2021	
2	5-1-2021		B		Introduction	5-1-2021	
3	6-1-2021		C		Meaning and Deinition marketing	6-1-2021	
4	7-1-2021		D		Features of Marketing	7-1-2021	
5	8-1-2021		E		Objectives of marketing	8-1-2021	
6	11-1-2021		F		Modern marketing Concept	11-1-2021	
7	12-1-2021		A		Essentials of Modern marketing concept	12-1-2021	

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Sl No	Actual Date	Time	Order	Unit	Topics Planned	Date-Topics Covered on	Remarks
8	13-1-2021		B		Benifits of the modern concept	13-1-2021	
9	18-1-2021		C		Social marketing	18-1-2021	
10	19-1-2021		D		Changes Expected through	19-1-2021	
11	20-1-2021		E		Global Marketing	20-1-2021	
12	21-1-2021		F		Role of Marketing	21-1-2021	
13	22-1-2021		A		Marketing business function	22-1-2021	
14	23-1-2021		B		Merchandising and Marketing	23-1-2021	
15	25-1-2021		C		Distribution of Marketing	25-1-2021	
16	27-1-2021		D		Marketing as a Science	27-1-2021	
17	28-1-2021		E		Approaches of Marketing	28-1-2021	
18	29-1-2021		F		Revision	29-1-2021	
19	30-1-2021		A		Function of Marketing	30-1-2021	
20	1-2-2021		B		Function of Exchange	1-2-2021	
21	2-2-2021		C		Buying and Assembling	2-2-2021	
22	3-2-2021		D		Selling	3-2-2021	

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Sl No	Actual Date	Time	Order	Unit	Topics Planned	Date-Topics Covered on	Remarks
23	4-2-2021		E		Function of Physical Supply	4-2-2021	
24	5-2-2021		F		Transportation	5-2-2021	
25	6-2-2021		A		Storage and Warehousing	6-2-2021	
26	8-2-2021		B		Facilitating Function	8-2-2021	
27	9-2-2021		C		Financing	9-2-2021	
28	10-2-2021		D		Risk-Bearing	10-2-2021	
29	11-2-2021		E		Standardisation and Grading	12-2-2021	
30	12-2-2021		F		Market Information	12-2-2021	
31	15-2-2021		A		Market Research	15-2-2021	
32	16-2-2021		B		Remedial Measures	16-2-2021	
33	17-2-2021		C		Classification of Marketing	17-2-2021	
34	18-2-2021		D		Storing	18-2-2021	
35	19-2-2021		E		Financing	19-2-2021	
36	20-2-2021		F		Revision	20-2-2021	

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Sl. No	Actual Date	Time	Order	Unit	Topics Planned	Date-Topics Covered on	Remarks
37	22-2-2021		A		Product of Planning	22-2-2021	
38	23-2-2021		B		Meaning of Product	23-2-2021	
39	24-2-2021		C		Features of Product	24-2-2021	
40	25-2-2021		D		Characteristics of Product	25-2-2021	
41	26-2-2021		E		Product Mix	26-2-2021	
42	27-2-2021		F		Dimension of Product Mix	27-2-2021	
43	1-3-2021		A		Factors determining of product mix	1-3-2021	
44	2-3-2021		B		Benefits of Product Mix	2-3-2021	
45	3-3-2021		C		Product mix Strategies	3-3-2021	
46	4-3-2021		D		Product mix Strategies	4-3-2021	
47	5-3-2021		E		Consumer Goods	5-3-2021	
48	6-3-2021		F		Industrial Goods	6-3-2021	
49	8-3-2021		A		Features of Product	8-3-2021	
50	9-3-2021		B		Function of Marketing	9-3-2021	
51	10-3-2021		C		Physical Distribution	11-3-2021	

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Sl. No	Actual Date	Time	Order	Unit	Topics Planned	Date-Topics Covered on	Remarks
52	11-3-2021		D		Classification of marketing	11-3-2021	
53	12-3-2021		E		Revision	12-3-2021	
54	15-3-2021		F		Revision	15-3-2021	
55	16-3-2021		A		Product life Cycle	16-3-2021	
56	17-3-2021		B		Meaning	17-3-2021	
57	18-3-2021		C		Stages in the Product Life Cycle	18-3-2021	
58	19-3-2021		D		Stages in the Product Life Cycle	19-3-2021	
59	20-3-2021		E		Benefits of Product life Cycle	20-3-2021	
60	22-3-2021		F		Benefits of Product life Cycle	22-3-2021	
61	23-3-2021		A		Consumer Behaviour	23-3-2021	
62	24-3-2021		B		Major Factors Influencing consumer behaviour	24-3-2021	
63	25-3-2021		C		Cultural Factors	25-3-2021	
64	26-3-2021		D		Social Factors	26-3-2021	
65	27-3-2021		E		Personal Factors	27-3-2021	
66	30-3-2021		F		Psychological Factors		

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SL No	Actual Date	Time	Order	Unit	Topics Planned	Date-Topics Covered on	Remarks
67	31-3-2021		A		Psycholoical Factors	31-3-2021	
68	1-4-2021		B		Social Factors	01-4-2021	
69	3-4-2021		C		Understanding Consumer	3-4-2021	
70	5-4-2021		D		Customer Retention	5-4-2021	
71	6-4-2021		E		Revision	6-4-2021	
72	7-4-2021		F		Revision	7-4-2021	
73	8-4-2021		A		Market Segmentation	8-4-2021	
74	9-4-2021		B		Meaning	9-4-2021	
75	15-4-2021		C		Need for Market Segmentation	15-4-2021	
76	16-4-2021		D		Criterion for Market	16-4-2021	
77	17-4-2021		E		Salesman	17-4-2021	
78	19-4-2021		F		Meaning	19-4-2021	
79	20-4-2021		A		Qualities of Salesman	20-4-2021	
80	21-4-2021		B		Manufacturer's salesman	21-4-2021	
81	22-4-2021		C		Wholesaler Salesman	22-4-2021	

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Sl. No	Actual Date	Time	Order	Unit	Topics Planned	Date-Topics Covered on	Remarks
82	23-4-2021		D		Retailers Salesman	23-4-2021	
83	24-4-2021		E		Speciality Salesmen	24-4-2021	
84	26-4-2021		F		Industrial Salesmen	26-4-2021	
85	27-4-2021		A		Exporters Salesmen	27-4-2021	
86	28-4-2021		B		Selling Process	28-4-2021	
87	29-4-2021		C		Responsibilities of Salesman	29-4-2021	
88	30-4-2021		D		E-Marketing	30-4-2021	
89	3-5-2021		E		Revision	3-5-2021	
90	4-5-2021		F		Revision	4-5-2021	

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