

Rajarshi Shahu Mahavidyalaya, (Autonomus), Latur
Department of Commerce
Structured Work Plan for Teaching (July 2021 to October 2021)

Class : B.Voc. II Sem. III
Subject: Marketing Mangement-I
Paper : Marketing Mangement-I
Name of Teacher : Dr. P. R. Rodiya

Summary of Teaching Plan :

Unit	Chapter / Topics		No. of Lectures	Date from to
Unit - 1	Introduction to Marketing Management		15	
	Topic 1.1	Meaning, definition and significance of marketing management	4	01/07/2021
	1.2	Modern marketing management	4	to
	1.3	Marketing function and role	4	25/07/2021
	1.4	Functions of marketing management	3	
Unit - 2	Marketing Mix		15	
	Topic 2.1	Meaning & definition and importance	4	26/07/2021
	2.2	Marketing Mix	4	to
	2.3	The Modern Components of the Mix	4	20/08/2021
	2.4	Marketing Implementation and Control	3	
Unit - 3	Market Segmentation and Product Positioning		15	
	Topic 3.1	Introduction and Concept of Market Segmentation	3	21/08/2021
	3.2	Benefits of Market Segmentation	4	to
	3.3	The Process of Market	4	20/09/2021
	3.4	Targeting (T), Market Positioning (P)	4	
Unit - 4	Promotion Management		15	
	Topic 4.1	Promotion Management	3	21/09/2021
	4.2	Integrated Marketing Communications (IMC)	4	to
	4.3	Introduction to Advertising	4	30/10/2021
	4.4	Basics of Public Relations and Publicity	4	

HoD

subject Teacher

Rajarshi Shahu Mahavidyalaya, (Autonomous), Latur

Department of Commerce

Structured Work Plan for Teaching Dec. 2021 to Apr. 2022

Class : B. Voc. I (Sem. II) Retail Management

Subject : Marketing Management-II

Paper. : Marketing Management-II

Name of Teacher : Dr. P. R. Rodiya

Summary of Teaching Plan

Unit	Chapter / Topics	No. of Lectures	Date
Unit - 1	Marketing Environment	12	
	Topic 1.1 Introduction	02	17/12/2021 to 10/1/2022
	1.2 Introduction to Marketing	02	
	1.3 Analyzing the Organization's	02	
	1.4 Differences between Micro and Macro	03	
	1.5 Techniques of Environment Scanning	03	
Unit - 2	Marketing Information System	12	
	Topic 2.1 Introduction and Characteristics	03	11/01/2022 to 05/02/2022
	2.2 Benefits and Types	03	
	2.3 Components, Marketing Research	03	
	2.4 Marketing Research Process	03	
Unit - 3	Recent Trends in Marketing	12	
	Topic 3.1 Introduction to recent trends	03	06/02/2022 to 03/03/2022
	3.2 Social Marketing and Green Marketing	03	
	3.3 E-Marketing and Direct Marketing	03	
	3.4 Rural Marketing and Services Marketing	03	
Unit - 4	Consumer Relationship Management	12	
	Topic 4.1 Definitions of Customer Relationship Management	03	04/03/2022 to 16/04/2022
	4.2 Managing Customer Loyalty and Development	03	
	4.3 Significance of Customer Relationship	03	
	4.4 Social Actions Affecting Buyer-Seller Relationships	03	

HoD

Dr. P. S. Trimukhe

Subject Teacher

Dr. P. R. Rodiya