**PG.GOVT COLLEGE FOR GIRLS, SECTOR-42, CHANDIGARH**

**Teaching Plan Session Odd Semester**

**(2017-18)**

**Class: BCOM SEM3 Name of the Teacher:DR. M. MALHOTRA**

**Subject: ADV AND BRAND MGT. Period :6TH**

**Paper : ROOMNo :303**

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| **S. No** | **Date From** | **Date Upto** | | **Topics to be covered** |
| Week 1 | July 22 & July 24 2017 | July 29, 2017 | | Introduction,scope,importance of ad. Role in social,economic development of India |
| Week 2 | July 31 2017 | Aug 5, 2017 | | Ethics and truths in Indian ad. Adv.and consumer behaviour, adv. Objectives, DAGMAR |
| Week 3 | Aug 7, 2017 | Aug 12, 2017 | | Adv.budgets, adv planning and strategy, creative strategy development and implementation |
| Week 4 | Aug 14, 2017 | Aug 19, 2017 | | Role of integrated marketing communication,process |
| Week 5 | Aug 21, 2017 | Aug 26, 2017 | | Adv.management, determination of target audience |
| Week 6 | Aug 28, 2017 | Sept 2, 2017 | | Media planning, media strategies, media selection |
| Week 7 | Sept 4, 2017 | Sept 9, 2017 | | Media buying, adv. Effectiveness, adv. organisation |
| Week 8 | Sept 11, 2017 | Sept 16, 2017 | | Social, ethical and legal aspect of adv. |
| Week 9 | Sept 18, 2017 | Sept 23, 2017 | | Brand concept, nature, importance, brand life cycle |
| Week 10 | Sept 25, 2017 | Sept 29, 2017 | | Brand name, brand management, brand identity, brand loyalty |
| **Autumn Break (30 Sept 2017- 09 Oct 2017)**  **Mid Semester Exam (10 Oct 2017 – 17 Oct 2017)** | | | | |  |  | Brand equity-concept, measures, cost, price,methods, sustaining brand equity |
| Week 11 | Oct 18, 2017 | | Oct 21, 2017 | Brand personality, brand positioning |
| Week 12 | Oct 23, 2017 | | Oct 28, 2017 | Celebrity endorsement, brand extension |
| Week 13 | Oct 30, 2017 | | Nov 4, 2017 | Differential advantage, strategies for competitive advantage |
| Week 14 | Nov 6, 2017 | | Nov 11, 2017 | Brand pyramid, branding in different sectors |
| Week 15 | Nov 13, 2017 | | Nov 18, 2017 | Information and brand management |
| Week 16 | Nov 20, 2017 | | Nov 25, 2017 | e-communities in brand management |
| Week 17 | Nov 27, 2017 | | Dec 1, 2017 | REVISION |

**PG.GOVT COLLEGE FOR GIRLS, SECTOR-42, CHANDIGARH**

**Teaching Plan Session Odd Semester**

**(2017-18)**

**Class: MCOM SEM1 Name of the Teacher:DR. M. MALHOTRA**

**Subject: ORG. THEORY& BEH. Period :2ND**

**Paper : Room No : 305**

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| **S. No** | **Date From** | **Date Upto** | | **Topics to be covered** |
| Week 1 | July 22 & July 24 2017 | July 29, 2017 | | Org. theories |
| Week 2 | July 31 2017 | Aug 5, 2017 | | Org. structure, bureaucratisation |
| Week 3 | Aug 7, 2017 | Aug 12, 2017 | | OB –concept, models, challenges |
| Week 4 | Aug 14, 2017 | Aug 19, 2017 | | Individual behaviour, values |
| Week 5 | Aug 21, 2017 | Aug 26, 2017 | | Attitudes, personality |
| Week 6 | Aug 28, 2017 | Sept 2, 2017 | | Emotions,perceptual process |
| Week 7 | Sept 4, 2017 | Sept 9, 2017 | | Group decision making |
| Week 8 | Sept 11, 2017 | Sept 16, 2017 | | Communication,TA, Johari window |
| Week 9 | Sept 18, 2017 | Sept 23, 2017 | | motivation |
| Week 10 | Sept 25, 2017 | Sept 29, 2017 | | Behavior modification, organizational effectiveness |
| **Autumn Break (30 Sept 2017- 09 Oct 2017)**  **Mid Semester Exam (10 Oct 2017 – 17 Oct 2017)** | | | | |  |  | leadership |
| Week 11 | Oct 18, 2017 | | Oct 21, 2017 | Power ,conflict, TA |
| Week 12 | Oct 23, 2017 | | Oct 28, 2017 | Work stress, org. culture |
| Week 13 | Oct 30, 2017 | | Nov 4, 2017 | Org. development |
| Week 14 | Nov 6, 2017 | | Nov 11, 2017 | Stress management |
| Week 15 | Nov 13, 2017 | | Nov 18, 2017 | Case studies |
| Week 16 | Nov 20, 2017 | | Nov 25, 2017 | Motivational techniques |
| Week 17 | Nov 27, 2017 | | Dec 1, 2017 | revision |

**PG.GOVT COLLEGE FOR GIRLS, SECTOR-42, CHANDIGARH**

**Teaching Plan Session Odd Semester**

**(2017-18)**

**Class: MCOM SEM3 Name of the Teacher:DR. M. MALHOTRA**

**Subject:MKTG. RESEARCH Period :3RD**

**Paper : Room No : 205**

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| **S. No** | **Date From** | **Date Upto** | | **Topics to be covered** |
| Week 1 | July 22 & July 24 2017 | July 29, 2017 | | Marketing research introductive |
| Week 2 | July 31 2017 | Aug 5, 2017 | | Research reliability, validity, problems |
| Week 3 | Aug 7, 2017 | Aug 12, 2017 | | MIS, syndicated research |
| Week 4 | Aug 14, 2017 | Aug 19, 2017 | | MR process, problem identification, information needs, MR proposal |
| Week 5 | Aug 21, 2017 | Aug 26, 2017 | | Research design, types |
| Week 6 | Aug 28, 2017 | Sept 2, 2017 | | Collection methods, techniques |
| Week 7 | Sept 4, 2017 | Sept 9, 2017 | | Data sources and research, questionnaire |
| Week 8 | Sept 11, 2017 | Sept 16, 2017 | | Sample design and field work, sample size, sampling, non sampling errors |
| Week 9 | Sept 18, 2017 | Sept 23, 2017 | | Data analysis and report preparation, data editing |
| Week 10 | Sept 25, 2017 | Sept 29, 2017 | | Univariate data analysis, multivariate |
| **Autumn Break (30 Sept 2017- 09 Oct 2017)**  **Mid Semester Exam (10 Oct 2017 – 17 Oct 2017)** | | | | |  |  | Report preparation, presentation and follow up |
| Week 11 | Oct 18, 2017 | | Oct 21, 2017 | Consumer research |
| Week 12 | Oct 23, 2017 | | Oct 28, 2017 | Scaling techniques, product research |
| Week 13 | Oct 30, 2017 | | Nov 4, 2017 | Advertising research, marketing and sales forecasting |
| Week 14 | Nov 6, 2017 | | Nov 11, 2017 | Sales analysis |
| Week 15 | Nov 13, 2017 | | Nov 18, 2017 | Ethics in MR |
| Week 16 | Nov 20, 2017 | | Nov 25, 2017 | MR in India |
| Week 17 | Nov 27, 2017 | | Dec 1, 2017 | revision |