

OFFICE OF THE PRINCIPAL GOVT. COLLEGE FOR GIRLS,
PALWAL (KURUKSHETRA)

LESSON-PLAN (Session 2021-22) Even Semester

Name of Professor: Dr. Seema Pandey

Subject: Strategic Marketing

Class: M.Com -I

Subject/Paper: MC-203

Sr. No.	Days	Topics to be covered	Remarks if any
1.	01-04-2022to 15-04-2022	<ul style="list-style-type: none">• Concept and hierarchy of strategies.• Strategic role of marketing.• Strategic marketing planning process.	
2.	16-04-2022- 30-04-2022	<ul style="list-style-type: none">• Strategic Marketing plan.• Corporate strategy decisions• Corporate growth strategies & Business strategies and their implications.	
3.	01-05-2022to 15-05-2022	<ul style="list-style-type: none">• Internal and external environment analysis.• Customer environment Analysis.• Industry and competitor analysis.	
4.	16-05-2022- 31-05-2022	<ul style="list-style-type: none">• SWOT analysis.• Portfolio analysis.• Market segmentation, targeting and positioning.	
5.	01-06-2022to 15-06-2022	<ul style="list-style-type: none">• Market strategies for new market entries, For growing markets, for mature markets and for declining markets.	
6.	16-06-2022- 30-06-2022	<ul style="list-style-type: none">• Relationship between business strategies in marketing mix.• Marketing Strategy implementation.• Controlling marketing strategies.	
7.	01-07-2022to 16-07-2022	<ul style="list-style-type: none">• Revision	

*Vacation as per university calendar

*Assignments and unit test will be taken as per schedule.