

PT. C.L.S. GOVERNMENT COLLEGE KARNAL

LESSON PLAN FOR THE EVEN SEMESTER, 2024 (JANUARY-JUNE)

Name of the Teacher – Dr. Surender Nagia

Class- M.Com. IV

Subject- Services Marketing

Paper- MC-409

1st Week 1 Jan - 6 Jan	Concept, Characteristics and Classification
2nd Week 8 Jan -13 Jan	Buying process for Services
3rd Week 15 Jan-20 Jan	Customer Expectation of Services in Detail
4th Week 22 Jan -31 Jan	Customer perception of services
1st week 1 Feb to 3 Feb	Marketing Mix Program
2nd week 5 Feb to 10 Feb	Services quality concept, Dimensions and Models
3rd week 12 Feb to 17 Feb	Relationship Marketing -Meaning and goals, Service market segmentation and targeting,
4th week 19 Feb to 29 Feb	Customer Retention strategies, Service Development, Blue printing, Approaches to service delivery, Customer Feedback and Service Recovery
1st week 1 Mar -09 Mar	Physical Environment of Service, Communication and Promotion of service -Problems objectives,
2nd week 11Mar - 16 Mar	Communication Mix and strategies
3rd week 18 Mar -22 Mar	Pricing of Services -Characteristics, Approaches and strategies
	VACATIONS (HOLI)
1st Week 01 April-06 April	Distribution of services -Channels, Key intermediaries and strategies for effective service delivery
2nd Week 07 April-13 April	Managing Service Employee-inportance and role of contact personnel; Managing services delivery employees
3rd Week 15 April-20April	Managing customers and strategies for enhancing customer participation
4th Week 22 April-30 April	Customer protection and Ethics in services
	EXAMINATION

PT. C.L.S. GOVERNMENT COLLEGE KARNAL

LESSON PLAN FOR THE EVEN SEMESTER, 2024 (JANUARY-JUNE)

Name of the Teacher – Dr. Surender Nagia

Class- B.Com. IV SEMESTER

Subject- ADVERTISEMENT

Paper- BC-406(i)

1 st Week 1 Jan - 6 Jan	Advertising -Meaning, Importance and Scope. Adverting Vs Publicity
2 nd Week 8 Jan -13 Jan	Promotion mix program and advertising process
3 rd Week 15 Jan-20 Jan	Communication Process, advertising functions. Types of advertising
4 th Week 22 Jan -31 Jan	E-advertising, Economic, legal, ethical and social aspects of advertising
1 st week 1 Feb to 3 Feb	Setting advertising objectives,
2 nd week 5 Feb to 10 Feb	Dagmar approaches and advertising Budget
3 rd week 12 Feb to 17 Feb	Advertising appeals copy writing , headlines, illustration and message
4 th week 19 Feb to 29 Feb	Types of media -merits and demerits ,
1 st week 1 Mar -09 Mar	Media planning and scheduling
2 nd week 11Mar - 16 Mar	Advertising Agency- Concept , role and relationship with clients.
3 rd week 18 Mar -22 Mar	Advertising department. Advertising and customer behavior
	VACATIONS (HOLI) 23 March -31March
1 st Week 01 April-06 April	Advertising Effectiveness -Concept and benefits
2 nd Week 07 April-13 April	Measuring advertising effectiveness
3 rd Week 15 April-20April	Effectiveness-pre, post Test
4 th Week 22 April-30 April	Effectiveness -concurrent Test
	EXAMINATION

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LESSON PLAN FOR THE EVEN SEMESTER, 2024 (JANUARY-JUNE)

Name of the Teacher – Dr. Surender Nagia

Class- B.Com. VI

Subject- RETAIL MANAGEMENT

Paper- BC-608

1 st Week 1 Jan - 6 Jan	Retailing -Concept, Characteristics and Importance
2 nd Week 8 Jan -13 Jan	Theories of Retailing and Retailing in India
3 rd Week 15 Jan-20 Jan	Strategies Planning in Retailing
4 th Week 22 Jan -31 Jan	Planning location of retail institutions
1 st week 1 Feb to 3 Feb	Trading area analysis
2 nd week 5 Feb to 10 Feb	Store Location-Types of location and choice of general location
3 rd week 12 Feb to 17 Feb	Store lay-out strategies and Material handling
4 th week 19 Feb to 29 Feb	Organizational structure in retail institutions and classification
1 st week 1 Mar -09 Mar	Store and Non-Store retailing organizations,
2 nd week 11Mar - 16 Mar	Process of setting up a retail organisation
3 rd week 18 Mar -22 Mar	Foreign Direct Investment
	VACATIONS (HOLI) 23 MARCH-31 MARCH
1 st Week 01 April-06 April	Store Management -Blueprinting operations
2 nd Week 07 April-13 April	Deciding store Lay-out
3 rd Week 15 April-20April	Energy Management and Security issues
4 th Week 22 April-30 April	Applications of Information technology in retailing
	EXAMINATION