

Principle of marketing  
B.Com. II<sup>nd</sup> Sem.

marketing and marketing concepts (16 Feb to 29 Feb. 23)

marketing Environment and Segmentation (1 March to 10 March)

Consumer behaviour and Product Concepts, importance and classification: (11 March to 25 March)

branding, Packaging, PLC, New Product development  
(26 March to 10 March)

Product Pricing Promotion mix (11 March to 26 March)

Distribution channels, middlemen, Agency and Wholesale  
27 March to 5 April

Direct marketing. online marketing. Consumer Relationship  
Marketing. ~~and~~ (6 April to 15 April)

Green marketing, and Recent Trends in marketing.  
(16 April to 30 April)

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Smit Narwal,  
A/S of Commerce.