

## SUMMARY OF LESSON PLAN

**Name of the Assistant/ Associate Professor** : **Vijay Mann**  
**Class and Section** : **B.com.-III**  
**Subject Lesson Plan** : **International Marketing**  
**Month** : **January 2018**

<b>Date</b>	<b>Topics</b>
01-01-2018	<b>Prerequisite of international marketing</b>
02-01-2018	<b>International marketing:- An introduction:- Introduction</b>
03-01-2018	<b>Meaning, natures, benefits /need /importance</b>
04-01-2018	<b>Difficulties marketing, mix, major decision</b>
05-01-2018	<b>GURU GOVIND SINGH JAYANTI</b>
06-01-2018	<b>Approaches and scope of international marketing</b>
07-01-2018	<b>SUNDAY</b>
08-01-2018	<b>International marketing environment:- introduction</b>
09-01-2018	<b>Characteristics, components of introduction marketing environment</b>
10-01-2018	<b>International economic environment</b>
11-01-2018	<b>Importance / need of the study of int. marketing environment</b>
12-01-2018	<b>Foreign market entry modes:- introduction and meaning</b>
13-01-2018	<b>Strategies, factors / causes condition for entry into foreign market</b>
14-01-2018	<b>SUNDAY</b>
15-01-2018	<b>Class test and give assignment to students</b>
16-01-2018	<b>Country evaluation and selection:- introduction</b>

**Month**

**: January 2018**

<b>Date</b>	<b>Particulars</b>
<b>17-01-2018</b>	<b>Steps in country evaluation and selection</b>
<b>18-01-2018</b>	<b>Factors / parameters used in count evaluation and selection</b>
<b>19-01-2018</b>	<b>Product planning for introduction market:- standardization</b>
<b>20-01-2018</b>	<b>Adaptation and new product development:- introduction</b>
<b>21-01-2018</b>	<b>SUNDAY</b>
<b>22-01-2018</b>	<b>VASANT PANCHAMI</b>
<b>23-01-2018</b>	<b>Meaning o9f product, classification, product planning, product development</b>
<b>24-01-2018</b>	<b>SIR CHOTU RAM JAYANTI</b>
<b>25-01-2018</b>	<b>Objectives, new product development</b>
<b>26-01-2018</b>	<b>REPUBLIC DAY</b>
<b>27-01-2018</b>	<b>Strategies, elements / scope of product planning and development</b>
<b>28-01-2018</b>	<b>SUNDAY</b>
<b>29-01-2018</b>	<b>Class test / taking or receiving of assignment</b>
<b>30-01-2018</b>	<b>Test marketing, failure of product responsibility</b>
<b>31-01-2018</b>	<b>GURU RAVIDAS BIRTHDAY</b>

**Month**

**: February 2018**

<b>Date</b>	<b>Topics</b>
01-02-2018	<b>Branding, packaging and labeling:- branding; introduction</b>
02-02-2018	<b>Features, reason, different strategies, issues in global branding</b>
03-02-2018	<b>Seminar / problems discussion</b>
04-02-2018	<b>SUNDAY</b>
05-02-2018	<b>Importance, branding problems in international marketing</b>
06-02-2018	<b>Packaging:- introduction, functions, factors effecting, methods packing</b>
07-02-2018	<b>Material used, packaging decision advantages labeling: introduction, subject matter</b>
08-02-2018	<b>Significance, marking: introduction, trademark: meaning &amp; benefits</b>
09-02-2018	<b>Educational trip</b>
10-02-2018	<b>MAHARSHI DAYANAND SARASWATI JAYANTI</b>
11-02-2018	<b>SUNDAY</b>
12-02-2018	<b>Class test / give Assignment</b>
13-02-2018	<b>MAHA SHIVRATRI</b>
14-02-2018	<b>International pricing:- introduction, pricing objectives, factors influencing</b>
15-02-2018	<b>Sources of information, procedure, pricing policies</b>
16-02-2018	<b>Dumping, transfer pricing</b>

**Month : February 2018**

<b>Date</b>	<b>Particulars</b>
17-02-2018	<b>International price quotations and payment terms:- introduction</b>
18-02-2018	<b>SUNDAY</b>
19-02-2018	<b>Payment term in price quotations, factors in expert pricing quotations, factors effecting, methods of payment, mechanism of payment</b>
20-02-2018	<b>Promotion of products abroad:- direct mail, sales literature trade fairs and exhibitions:- introduction</b>
21-02-2018	<b>Main elements, trade fair and exhibitions</b>
22-02-2018	<b>Direct mail and sales literature</b>
23-02-2018	<b>Class test / receiving Assignment</b>
24-02-2018	<b>Seminar /problem discussion</b>
25-02-2018	<b>SUNDAY</b>
26-02-2018	<b>International advertising:- introduction, approaches, importance</b>
27-02-2018	<b>Benefits, advertising process, advertising media</b>
28-02-2018	<b>VACATION</b>

**Month**

**: March 2018**

<b>Date</b>	<b>Topics</b>
<b>01-03-2018</b>	<b>GURU RAVIDAS BIRTHDAY</b>
<b>02-03-2018</b>	<b>HOLI</b>
<b>03-03-2018</b>	<b>VACATION</b>
<b>04-03-2018</b>	<b>SUNDAY</b>
<b>05-03-2018</b>	<b>Class test / Assignment given</b>
<b>06-03-2018</b>	<b>Personal selling:- introduction, features, importance</b>
<b>07-03-2018</b>	<b>Methods, difficulties, types of salesman</b>
<b>08-03-2018</b>	<b>Qualities of a good salesman</b>
<b>09-03-2018</b>	<b>International distribution:- management of distribution channel and logistic:- introduction</b>
<b>10-03-2018</b>	<b>Features of physical, components</b>
<b>11-03-2018</b>	<b>SUNDAY</b>
<b>12-03-2018</b>	<b>Suggestion for improvement, international logistics management</b>
<b>13-03-2018</b>	<b>Management of distribution channels:- meaning, characteristics</b>
<b>14-03-2018</b>	<b>Functions, factors effecting selection</b>
<b>15-03-2018</b>	<b>Distribution channel policies, distribution channels in international</b>
<b>16-03-2018</b>	<b>Marketing</b>

**Month**

**: March 2018**

<b>Date</b>	<b>Particulars</b>
17-03-2018	<b>Distribution network in international market</b>
18-03-2018	<b>SUNDAY</b>
19-03-2018	<b>Class test / receiving Assignment</b>
20-03-2018	<b>Problem discussion</b>
21-03-2018	<b>Seminar</b>
22-03-2018	<b>Selection and appointment of foreign sales agents</b>
23-03-2018	<b><u>SHAHEEDI DIWAS OF BHAGAT SINGH, RAJGURU &amp; SUKHDEV</u></b>
24-03-2018	<b>Meaning and introduction</b>
25-03-2018	<b>SUNDAY/ RAM NAVMI</b>
26-03-2018	<b>Need of appointing foreign selling agents</b>
27-03-2018	<b>Factor affecting selection of foreign selling agents</b>
28-03-2018	<b>Revision</b>
29-03-2018	<b>MAHAVIR JAYANTI</b>
30-03-2018	<b>GOOD FRIDAY</b>
31-03-2018	<b>Group discussion</b>

**Month**

**: April 2018**

<b>Date</b>	<b>Topics</b>
01-04-2018	SUNDAY
02-04-2018	Advantages of foreign selling agents
03-04-2018	Disadvantages and difference between selling agents and
04-04-2018	Foreign distribution
05-04-2018	Source of foreign selling agents
06-04-2018	Subjects matter / contents of foreign sales agents contract
07-04-2018	Group discussion
08-04-2018	SUNDAY
09-04-2018	Class test / Assignment given
10-04-2018	Specimen of foreign sales agents contract
11-04-2018	Motivating foreign selling agents
12-04-2018	Competition
13-04-2018	Conclusion
14-04-2018	<u><a href="#">DR AMBEDKAR JAYANTI / VAISAKHI</a></u>
15-04-2018	SUNDAY
16-04-2018	Revision / problem solving

**Month**

**: April 2018**

<b>Date</b>	<b>Particulars</b>
<b>17-04-2018</b>	<b>Revision / group discussion</b>
<b>18-04-2018</b>	<b><u>PARASHURAMA JAYANTI</u></b>
<b>19-04-2018</b>	<b>Presentation and</b>
<b>20-04-2018</b>	<b>Seminar</b>
<b>21-04-2018</b>	<b>Class test / Assignment given</b>
<b>22-04-2018</b>	<b>SUNDAY</b>
<b>23-04-2018</b>	
<b>24-04-2018</b>	
<b>25-04-2018</b>	
<b>26-04-2018</b>	
<b>27-04-2018</b>	
<b>28-04-2018</b>	
<b>29-04-2018</b>	
<b>30-04-2018</b>	