

Mymensingh Polytechnic Institute

Technology: Electrical, Electronics & Electromedical

Subject: Principles of Marketing- (25851)

Out line of Teaching (Semester plan)

5th Semester (1st Shift)

Class starts from 14th january,2024

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| Week | Unit | Lecture | Elements of Teaching | Topics |
|------|------|---------|---|---|
| 01 | 1 | 1 | Marker,duster, white Board,projector,laptop | INTRODUCTION TO MARKETING |
| | | 2 | | INTRODUCTION TO MARKETING |
| 02 | 2 | 1 | | MARKETING THEORIES AND STRATEGIES |
| | | 2 | | MARKETING THEORIES AND STRATEGIES |
| 03 | 3 | 1 | | MARKET ENVIORNMENT AND INTERNATIONAL MARKTING |
| | | 2 | | MARKET ENVIORNMENT AND INTERNATIONAL MARKTING |
| 04 | 4 | 1 | | PRODUCT AND SERVICE MARKETING |
| | | 2 | | PRODUCT AND SERVICE MARKETING |
| 05 | 5 | 1 | | DISTRIBUTION STRATEGIES |
| | | 2 | | DISTRIBUTION STRATEGIES |
| 06 | | 1 | | QUIZ TEST |
| | | 2 | | CLASS TEST |
| 07 | | 1 | | REVIEW CLASS |
| | | 2 | | REVIEW CLASS |
| 08 | | | | MID-TERM EXAM |
| 09 | 6 | 1 | | SEGMENTATION, TARGETING AND POSITIONING METHODS |
| | | 2 | | SEGMENTATION, TARGETING AND POSITIONING METHODS |
| 10 | 7 | 1 | | ESSENTIALS OF PROMOTION AND PRICING |
| | | 2 | | ESSENTIALS OF PROMOTION AND PRICING |
| 11 | 8 | 1 | | FUNDAMENTALS OF BRANDING |

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| | | 2 | | FUNDAMENTALS OF BRANDING |
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| Week | | Lecture | | Topics |
|------|----|---------|--|------------------------------|
| 12 | 9 | 1 | | CONSUMER BEHAVIOUR |
| | | 2 | | CONSUMER BEHAVIOUR |
| 13 | 10 | 1 | | ONLINE AND ETHICAL MARKETING |
| | | 2 | | ONLINE AND ETHICAL MARKETING |
| 14 | 10 | 1 | | ONLINE AND ETHICAL MARKETING |
| | | 2 | | ONLINE AND ETHICAL MARKETING |
| 15 | 10 | 1 | | QUIZ TEST |
| | | 2 | | CLASS TEST |
| 16 | | | | REVIEW CLASS |
| | | | | REVIEW CLASS |

Anjumonuara

Junior Instructor (non- Tech), Management

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