

LESSON PLAN

G. C. K. Ghasaunde (Bastasa)

Associate Prof. Prof. Nagesh Singh

Subject: - Fundamentals of Insurance

B. Com Sem VI

For the month of April: - Introduction to Insurance
Life Insurance

1 May - 30 May :- fire Insurance

Marine Insurance, Insurance
Intermediaries.

1 June - 30 June :- Accident and Motor Insurance
& Reversion

N. Singh
Associate Professor
of Commerce

LESSON PLAN.
G.C.W, Ghosaunde. (Bastara)

Associate Professor. Prof. Sh. Naresk Singh

Subject:- Advertising

Class:- B.Com Sem. IV

In the month of April => Advertising - Meaning, Scope and functions.

- Promotion Mix and Advertising
- Advertising Process - An Overview
Communication Process
- Types of Advertising

In the month of May:-

- Economic & Social Aspects of Advertising
- Legal and Ethical Aspects of Advertising

- Advertising Objectives and DAGMAR Approach

- Advertising Budget

- Creative Aspects of Advertising: Copy writing, Message, Advertising Appeals, Headlines Illustrations

In the Month of
June

- Types of Advertising Media.

- Media Planning and Scheduling

- Advertising Agency and its Role

- Client Agency Relationship and Advertising Department

- Advertising and Consumer Behaviour.

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LESSON PLAN

Govt. College for Women Garoards (Bastar)

Associate Professor: Sh. Noreh Singh

Subject: - Fundamentals of Marketing

B.Com Semester II

For the month of April: - Marketing: - An Introduction

Marketing Concepts

Marketing Management

Marketing Mix

Marketing Environment

1 May - 30 May: -

Marketing Segmentation

Consumer Behaviour

Product: - Concept, Importance and classification

Product Mix strategies

Branding Packaging & Labelling

1 June - 30 June: -

Product life Cycle

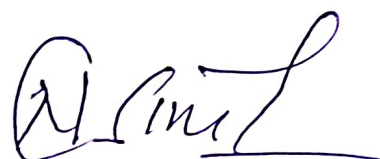
New Product Development Process

Product Pricing

Promotion Mix.

for the month of
July: -

Distribution Channel and Revision



Lesson Plan.

GCH, Ghonaunde.

Associate Prof. Naresh Singh.

Subject: - Retail Management

B. Com sem VI

For the month of April, 2022:- Introduction to Retailing

- Theories and Models in Retailing
- Retail Strategic Planning and Operations Management.
- Primary Retailing Strategies
(Planning Location of Retail Business
- Merchandise Planning and Retail Communication.

For the month of May:-

- Security Issues in Retailing.
- Stores Design
- Store Layout
- Organisational Structure in Retail institutions
- Application of Information Technology in Retailing
- Foreign Direct Investment (FDI) in Retail

For the month of June:-

Retail Store Management, Material Handling and Energy Management & Revision

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