**GOVT. P.G. COLLEGE FOR WOMEN, PANCHKULA**

**Session 2020-2021 (ODD SEMESTER)**

NAME OF PROFESSOR...Sushila Rani

DESIGNATION... Associate professor of commerce

SUBJECT/PAPER .... Advertising Management

CLASS....M com 3rd semester

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| SR. NO. | MONTH | TOPICS TO BE COVERED | REMARKS IF ANY |
| 1. | August | Introduction to Advertising: Advertising nature and importance; Communication process; Advertising and communication; Types of advertising |  |
| 2. | September | Advertising management process – an overview; Ethics and advertising; Social and Economic aspects of advertising.Advertising Objectives and Budget: |  |
| 3. | october | Determining advertising objectives; Methods of determining advertising budget.Copy Development and Testing: Determining advertising message and copy headlines, body, copy logo, illustration, Creative styles and advertising appeals. | UNIT TEST |
| 4. | November | Media Planning: Print, broadcasting media and other media; Media planning – media selection and scheduling.Organization and control of Advertising Effort: Role of advertising agencies; Advertising agency and client relationship; |  |
| 5 | December | Evaluating advertising effectiveness – Pre and post-tests. |  |

**TWO ASSIGNMENTS AND ONE UNIT TEST WILL BE TAKEN AS PER SCHEDULE**.

Signature of A/Prof .

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Signature of A/Prof .

**GOVT. P.G. COLLEGE FOR WOMEN, PANCHKULA**

**Session 2020-2021 (ODD SEMESTER)**

NAME OF PROFESSOR ...Sushila Rani

DESIGNATION..... Associate professor

SUBJECT/PAPER .... Rural Marketing

CLASS....B com 3rd sem

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| SR. NO. | MONTH | TOPICS TO BE COVERED | REMARKS IF ANY |
| 1. | August | Rural Marketing: meaning, nature, characteristics; opportunities and challenges to rural markets in India; Socio-cultural, economic, demographic, technological and other environmental factor affecting rural marketing; |  |
| 2. | September | | rural consumer behaviour; segmentation of rural market; strategies for rural marketing; rural marketing mix; difference in rural and urban market; problems in rural marketing; Strategies for rural marketing. | | --- | |  |

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| 3. | October | Product planning, pricing, promotion and management of distribution channels for marketing of durables and non-durables in rural areas; Planning and organizing personnel selling in rural markets; | UNIT TEST |
| 4. | November | Innovation in rural market; E-commerce in rural markets, e-chaupal & other similar initiatives in rural markets. |  |

**TWO ASSIGNMENTS AND ONE UNIT TEST WILL BE TAKEN AS PER SCHEDULE**.

Signature of A/Prof .

**GOVT. P.G. COLLEGE FOR WOMEN, PANCHKULA**

**Session 2020-2021 (ODD SEMESTER)**

NAME OF PROFESSOR....Sushila Rani

DESIGNATION.... Associate professor of commerce

SUBJECT/PAPER ... Financial Accounting

CLASS...B com 1st semester

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| SR. NO. | MONTH | TOPICS TO BE COVERED | REMARKS IF ANY |
| 1. | October | Financial accounting: meaning, need, objectives & scope; book-keeping and accounting; branches of accounting; accounting principles: concepts and conventions; accounting cycle and accounting equation; journal; rules of journalizing; ledger & trial balance; Capital and Revenue: Concept and classification of income; expenditure; receipts. |  |
| 2. | November | Rectification of Errors: suspense account; effect on profits, Depreciation provisions and reserves: concept and classification; Methods of depreciation accounting.Final Accounts: manufacturing, trading, profit & loss account; Balance sheet; adjustment entries. |  |
| 3. | December | Accounts of Non-profit Organizations. Consignment Accounts: accounting records; Normal and abnormal Loss: Valuation of unsold stock. | UNIT TEST |
| 4. | January | Revision |  |

**TWO ASSIGNMENTS AND ONE UNIT TEST WILL BE TAKEN AS PER SCHEDULE**

Signature of A/Prof .

**GOVT. P.G. COLLEGE FOR WOMEN, PANCHKULA**

**Session 2020-2021 (ODD SEMESTER)**

NAME OF PROFESSOR....Sushila Rani

DESIGNATION.... Associate professor of commerce

SUBJECT/PAPER ... Marketing Management

CLASS....M. com. 1st semester

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| SR. NO. | MONTH | TOPICS TO BE COVERED | REMARKS IF ANY |
| 1. | NOVEMBER | Marketing: meaning, scope and importance; Evolution of marketing; Understanding marketing in new perspective. |  |
| 2. | DECEMBER | Managing the marketing mix, Marketing environment. Information system and marketing research: importance, scope and steps of marketing research process. Understanding consumer behaviour, Analysing business markets; Customer relationship management. |  |
| 3. | JANUARY | Product: concept and classification; New product development; Product-mix and product line strategies; Product life cycle strategies; Branding, packaging, labeling and warranty.Price determination; Pricing policies and strategies. Promotion programme: advertising, sales promotion, public relations, publicity and personal selling. | UNIT TEST |
| 4. | FEBRUARY | Distribution logistics and supply chain management; Marketing channels, Retailing, Wholeselling and physical distribution.  Social, ethical and legal aspects of marketing. |  |
| 5 | MARCH | Marketing and information economy; Direct and online marketing. |  |

**TWO ASSIGNMENTS AND ONE UNIT TEST WILL BE TAKEN AS PER SCHEDULE**

Signature of A/Prof .