

Sarla Memorial Govt. Girls College, Safidon

Lesson plan for even Semester (2025-2026)

Name:- **SEEMA GUPTA**
Class:- **PGDDM.**

Designation:- **Asstt Professor**
Subject:- **Service marketing.**

Date	Topics
1 Aug to 2 Aug	
4 Aug to 9 Aug	
11 Aug to 16 Aug	
18 Aug to 23 Aug	Marketing of Services - Introduction, Growth of Service Sector.
25 Aug to 30 Aug	Characteristics of Services, Classification of Services, Designing the Service.
1 Sep to 6 Sep	Blueprinting, Using Technology.
08 Sep to 13 Sep	Developing Human Resources, Building Service Marketing mix, Seven P's Product Decisions.
15 Sep to 20 Sep	Pricing Strategies & Tactics, Promotion of Services.
22 Sep to 27 Sept	Distribution Methods of Services. Additional Dimensions in Services.
29 Sept to 4 Oct	Marketing - people, Physical Evidence & Process.
6 Oct to 11 Oct	Strategic Mkt mgt for Services - Matching Demand & Supply.
13 Oct to 18 Oct	Internal marketing of Service & Service strategy.
3 Nov to 8 Nov	Delivery quality Services - Cases & quality Gaps.
10 Nov to 15 Nov	Quality & Stds. factors & Solutions.
17 Nov to 22 Nov	Service performance Gap - key factors & Strategies for closing the Gap.
24 Nov to 29 Nov	Effective Communication about Service quality.

Seema Gupta
Asstt Professor
Dept of Commerce.

Sarla Memorial Govt. Girls College, Safidon

Lesson plan for even Semester (2025-2026)

Name:-

SEEMA GUPTA

Class:-

PGIDD M.

Designation:-

Asstt Professor

Subject:-

Fundamentals of Mkt & Digital Marketing.

Date	Topics
1 Aug to 2 Aug	
4 Aug to 9 Aug	
11 Aug to 16 Aug	
18 Aug to 23 Aug	Introduction to Mkt, Role of Consumer, Functions & Relationship. Marketing.
25 Aug to 30 Aug	Mkt Environment, Types, Analysis, PESTLE. Competition.
1 Sep to 6 Sep	Mkt Research, Types, Methods, Process of M.R. Importance, Consumer Behaviour
08 Sep to 13 Sep	Mkt Segmentation, Target marketing, Mkt Mix & Product Types.
15 Sep to 20 Sep	Branding, Packaging & PLC. Pricing strategies, Physical distribution. Class Test given to students.
22 Sep to 27 Sept	Promotion Tools, Inv mgt & Sales mgt
29 Sept to 4 Oct	Digital Mkt - meaning, Types, Scope of DM, History of DM. Concept & Approaches to DM.
6 Oct to 11 Oct	Mkt automation, CRM, Sale force, Analytics.
13 Oct to 18 Oct	Digital Mkt Mix, Online Advertising, Lead generation.
3 Nov to 8 Nov	Soaal media marketing, Types, Importance.
10 Nov to 15 Nov	Copy writing, Influencer marketing,
17 Nov to 22 Nov	Payment to Influencers, Importance & Types.
24 Nov to 29 Nov	Difference between influencers marketing & Celebrity endorsements.

Seema Gupta
Asstt Professor
Deptt of Commerce.

Sarla Memorial Govt. Girls College, Safidon
Tentative Lesson Plan for Odd Semester (2025-26)

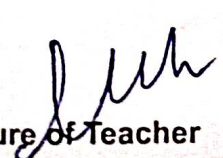
Name: - Neha

Class: - PG Diploma in Digital marketing

Designation: Assistant Professor

Subject: Advanced AdWords & PPC

S. N.	Dates	Topics
1.	18 Aug to 23 Aug	Marketing Fundamentals and content strategy - Why Google AdWords
2.	25 Aug to 30 Aug	The Digital Marketing Framework- the Value of Advertising on Google AdWords
3.	01 Sep to 06 Sep	Bidding & Calculating your CPC Bid- Measure Impact
4.	08 Sep to 13 Sep	Search Advertising-Intro to SEM, Keywords, Calculating your CPC Bid
5.	15 Sep to 20 Sep	Navigate AdWords, Metrics and Optimization
6.	22 Sep to 27 Sep	AdWords Certification, Difference between search add and display add
7.	29 Sep to 30 Sep	Types of ads on the Search Network- How to include or remove search partners
8.	01 Oct to 04 Oct	Display Advertising and Video Advertising: The Networks behind Display, Display Targeting
9.	06 Oct to 11 Oct	Display Ads-Calculating your CPC Bid in Display
10.	13 Oct to 18 Oct	Navigate AdWords- Metrics and Optimization
11.	27 Oct to 31 Oct	Advertising within YouTube, Setting up a video campaign, Optimization
12.	03 Nov to 08 Nov	Create successful video campaigns, Build awareness with video, Drive Action with video
13.	10 Nov to 15 Nov	E- Commerce Advertising- What are Shopping ads?
14.	17 Nov to 22 Nov	Google Merchant Center-Creating your Product Feed
15.	24 Nov to 1 Dec	Shopping campaigns in Ad Words Conclusion


Signature of Teacher

Sarla Memorial Govt. Girls College, Safidon
Tentative Lesson Plan for Odd Semester (2025-26)

Name: - Neha

Designation: Assistant Professor

Class: - PG Diploma in Digital marketing

Subject: Integrated Marketing Communication

S. N.	Dates	Toples
1.	18 Aug to 23 Aug	Introduction to Integrated Marketing Communication (IMC): Evolution of Integrated Marketing Communication
2.	25 Aug to 30 Aug	Role of IMC in creating brand identity, brand equity, and customer franchise, Communication process
3.	01 Sep to 06 Sep	Promotional Mix: Tools for IMC, The IMC Planning Process
4.	08 Sep to 13 Sep	The Value of IMC plans - information technology, changes in channel power, increase in competition, brand parity, integration of information, decline in the effectiveness of mass-media advertising.
5.	15 Sep to 20 Sep	Advertising: Definition, History, Roles and Functions of Advertising
6.	22 Sep to 27 Sep	Types of Advertising, Steps in Development of Advertisement, Advertising Theory
7.	29 Sep to 30 Sep	Advertising Design: Appeals, Message Strategies & Execution Framework
8.	01 Oct to 04 Oct	Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Execution Strategies, Creating an Advertising, Advertising Effectiveness
9.	06 Oct to 11 Oct	Copywriting: Meaning and Definition of Copywriting, the Copywriter
10.	13 Oct to 18 Oct	Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV
11.	27 Oct to 31 Oct	Copywriting, Writing for the Web, Tips for writing good web content.
12.	03 Nov to 08 Nov	Public Relations, Publicity and Corporate Advertising: Definition of Public Relations, Difference between public relations and advertising
13.	10 Nov to 15 Nov	Publicity and Corporate Advertising: Advantages & disadvantages
14.	17 Nov to 22 Nov	Functions of Public Relations; Creating positive image building activities; Preventing or reducing image damage, Sponsorship and Event marketing;.
15.	24 Nov to 1 Dec	Role of internet in Public Relations, Publicity, Advantages and Disadvantages of Publicity

Signature of Teacher

Lesson Plan for the Session 2025-2026 (Odd Semester)

Name of Teachers Mr. Manjeet Singh

Class & Subject: PGDDM 1st Semester, Intellectual Property Right & Trade Marks

Sr.No	Dates & Week No.	Topic
1	August 18-23 (4)	Introduction to Intellectual Property Right, Concept and Theory
2	August 25-30 (5)	Analysis, Need for Private versus Public Interest of IPR
3	September 1-6 (1)	Advantages and Disadvantages of IPR, Politics of IPR
4	September 8-13 (2)	Criticisms of IPR, kinds of IPR, Test
5	September 15-20 (3)	Third World Criticisms, Marxist Criticisms
6	September 24-27 (4)	International Regime Relating to IPR, TRIPS and WIPO, WTO, GATTs,
7	September 29-30, October 1-4 (1)	Historical development of the concept of Trademark, Test
8	October 6-11 (2)	Trademark Law-National and International
9	October 13-18 (3)	Introduction to Trademark need for Protection
10	Vacations	Vacations
11	October 27-31 (5)	Kinds of Trademark, Concept of Well Known trademark
12	November 3-8 (2)	Registration of trademark, Refusal of Registration, Test
13	November 10-15 (3)	Procedure of Registration, Infringement of Trademark
14	November 17-22 (4)	Passing Off, Civil and Criminal Remedies
15	November 24-29 (5) 1 Dec.	Revision



Lesson Plan for the Session 2025-2026 (Odd Semester)

Name of Teachers Mr. Manjeet Singh

Class & Subject: PGDDM 1st Semester, Fundamental of Innovation and start-up

Sr.No	Dates & Week No.	Topic
1	August 18-23 (4)	Innovation Management Concept and Level
2	August 25-30 (5)	Methods or Theory of Outsourcing
3	September 1-6 (1)	New Product Development,
4	September 8-13 (2)	Transaction Cost, Test
5	September 15-20 (3)	Knowledge base Theories, Micro and Macro Perspectives
6	September 24-27 (4)	System Approach to Innovation
7	September 29-30, October 1-4 (1)	Organizational Factor affecting at the Firm level Leadership, Test
8	October 6-11 (2)	Open Innovation and Framework
9	October 13-18 (3)	The New Industrial Revolution
10	Vacations	Vacations
11	October 27-31 (5)	The Entrepreneurial Ecosystem, Entrepreneurship in India
12	November 3-8 (2)	Startup Capital Requirements and Legal Environment, Test
13	November 10-15 (3)	Identifying Capital Resources, Estimating Cash, Financial
14	November 17-22 (4)	Process, Value Chain, Strategy to Redunce Risk, Financings Matrics
15	November 24-29 (5) 1 Dec.	Approval for New Ventures Tax or Duties