

Name of Faculty	Ms. Sarvjeet Kaur							
Discipline	Management (MBA)							
Semester	Fourth Semester (IV)							
Subject	Industrial Marketing MM-402							
Lesson Plan Duration	15 Weeks (January 2018 to April 2018)							
Work Load per week	3 Lectures per week							
Week	Theory		Practical					
	Lecture Day	Topic (Including Assignment/Test)	Practical Day	Topic (Including Assignment/Test)				
1	1st	Introduction & nature of Industrial Marketing	N/A	N/A				
	2nd	Industrial versus Consumer Marketing Management						
	3rd	Understanding Industrial Markets						
2	4th	Understanding Industrial Markets			1st	Industrial Marketing Trends Survey Results		
	5th	Organizational Customers						
	6th	Video Class						
3	7th	Classifying industrial products	N/A	N/A				
	8th	Classifying industrial products						
	9th	Unique characteristics of organizational procurement						
4	10th	Unique characteristics of organizational procurement			N/A	N/A		
	11th	Organizational Buying activities						
	12th	Organizational Buying activities						
5	13th	Objectives in organizational buying					N/A	N/A
	14th	Psychological factors influencing individual decision making						
	15th	Psychological factors influencing individual decision making						
6	16th	Sessional-I	N/A	N/A				
	17th							
	18th							
7	19th	Strategic Planning in the Industrial Market			N/A	N/A		
	20th	Strategic Planning in the Industrial Market						
	21st	The Strategic Planning Process						
8	22nd	The Strategic Planning Process					N/A	N/A
	23rd	Marketing Role in Strategic Planning Process						
	24th	Marketing Role in Strategic Planning Process						
9	25th	Case Discussion & Assignment on it	2nd	Punj Loyd				
	26th	Basis for segmenting Industrial Markets	N/A	N/A				
	27th	Basis for segmenting Industrial Markets						
10	28th	Target marketing & Product Positioning			N/A	N/A		
	29th	Target marketing & Product Positioning						
	30th	Target marketing & Product Positioning						
11	31st	Industrial Product Management	N/A	N/A				
	32nd	Industrial Product Management						
	33rd	Product Development Strategy						
12	34th	Sessional-II	N/A	N/A				
	35th							
	36th							
13	37th	Product Development Strategy	N/A	N/A				

	38th	Relationship of Logistics & Physical Distribution	
	39th	Relationship of Logistics & Physical Distribution	
14	40th	Factors influencing pricing strategy	
	41st	Factors influencing pricing strategy	
	42nd	Class Discussion	
15	43rd	Revision	
	44th	Revision	
	45th	Last Year Question Papers Discussion	