

MARKETING BY ABHISHEK SIR		
Date	Time	TOPICS
Friday, March 13, 2026	8:30 PM TO 10:00 PM	ORIENTATION CLASS
Saturday, March 14, 2026	CLASS OFF	CLASS OFF
Sunday, March 15, 2026	CLASS OFF	CLASS OFF
Monday, March 16, 2026	8:30 PM TO 10:00 PM	Marketing Terms, Types of Needs
Tuesday, March 17, 2026	8:30 PM TO 10:00 PM	Types of Demand, Sales Vs Marketing
Wednesday, March 18, 2026	8:30 PM TO 10:00 PM	Marketing Environmen, Organizational Structure
Thursday, March 19, 2026	8:30 PM TO 10:00 PM	Maslow's Hierarchy of Needs, ERG Theory, Marketing Mix - 4P & 7Ps,
Friday, March 20, 2026	8:30 PM TO 10:00 PM	Marketing Structure
Saturday, March 21, 2026	8:30 PM TO 11:00 PM	Concepts of Marketing, Holistic Marketing Concept, UNIT MCQs, Marketing Research
Sunday, March 22, 2026	CLASS OFF	CLASS OFF
Monday, March 23, 2026	8:30 PM TO 10:00 PM	Research Design, Research Methodology, Market Segmentation
Tuesday, March 24, 2026	8:30 PM TO 10:00 PM	Market Segmentation, Market Target
Wednesday, March 25, 2026	8:30 PM TO 10:00 PM	Positioning, Demand & Supply
Thursday, March 26, 2026	8:30 PM TO 10:00 PM	Demand and Supply, Law of Demand, Elasticity of Demand, Demand Forecasting
Friday, March 27, 2026	8:30 PM TO 10:00 PM	Demand Forecasting, Sampling, Measurement and Scaling
Saturday, March 28, 2026	8:30 PM TO 11:00 PM	Measurement and Scaling , Data Analysis, UNIT MCQs
Sunday, March 29, 2026	CLASS OFF	CLASS OFF
Monday, March 30, 2026	8:30 PM TO 10:00 PM	Market Management Process, Types of Marketing Plan, Strategic Planning, SBU
Tuesday, March 31, 2026	8:30 PM TO 10:00 PM	Promotional Strategy, Advertising Strategy, Control Mechanisms, McKinsey 7S Model
Wednesday, April 1, 2026	8:30 PM TO 10:00 PM	UNIT MCQs, BCG Matrix
Thursday, April 2, 2026	8:30 PM TO 10:00 PM	Internal-External (IE) Matrix, MCKinsey 9-Cell Matrix, Experience Curve
Friday, April 3, 2026	8:30 PM TO 10:00 PM	Grand Strategy Matrix, Ansoff Matrix, Space Matrix, Unit MCQs
Saturday, April 4, 2026	8:30 PM TO 11:00 PM	Marketing of Services, International Marketing, Rural Marketing, Green Marketing
Sunday, April 5, 2026	CLASS OFF	CLASS OFF
Monday, April 6, 2026	8:30 PM TO 10:00 PM	Bank Marketing, Insurance Marketing, Marketing Information System
Tuesday, April 7, 2026	8:30 PM TO 10:00 PM	Industrial Marketing, Business Sectors, Social Responsible Marketing
Wednesday, April 8, 2026	8:30 PM TO 10:00 PM	Ethical Marketing, E - Marketing, Moile Marketing, UNIT MCQs
Thursday, April 9, 2026	8:30 PM TO 10:00 PM	Introduction to Product, Product Life Cycle, Branding, Packaging, Labelling
Friday, April 10, 2026	8:30 PM TO 10:00 PM	Standardisation, Grading, New Product Development Process, Distribution System
Saturday, April 11, 2026	8:30 PM TO 11:00 PM	Type and Level of Distribution Channel, Levels of Product, Product Mix

Sunday, April 12, 2026	CLASS OFF	CLASS OFF
Monday, April 13, 2026	8:30 PM TO 10:00 PM	Product Hierarchy, BCG Matrix, The Ansoff Growth Matrix, Product Testing
Tuesday, April 14, 2026	8:30 PM TO 10:00 PM	Test Marketing, Product Placement & Commercialization, Product Vertical Integration
Wednesday, April 15, 2026	8:30 PM TO 10:00 PM	Type of Products, UNIT-6 MCQs
Thursday, April 16, 2026	8:30 PM TO 10:00 PM	Pricing and its Objective, Factors
Friday, April 17, 2026	8:30 PM TO 10:00 PM	Pricing Policies and methods
Saturday, April 18, 2026	8:30 PM TO 11:00 PM	Pricing Policies and methods, Cost, Price and Revenue Analysis, Unit-Practice MCQ
Sunday, April 19, 2026	CLASS OFF	CLASS OFF
Monday, April 20, 2026	8:30 PM TO 10:00 PM	Distribution Channel, Intensity of Distribution, Channel Conflict, Functions of Channel
Tuesday, April 21, 2026	8:30 PM TO 10:00 PM	Logistic Management, Retailing
Wednesday, April 22, 2026	8:30 PM TO 10:00 PM	Wholesaling, UNIT MCQs
Thursday, April 23, 2026	8:30 PM TO 10:00 PM	Adverting, Sales Promotion, Personal Selling
Friday, April 24, 2026	8:30 PM TO 10:00 PM	Direct Marketing, PR and Publicity, Digital Marketing, Integrated Promotion Mix, UNIT MCQs
Saturday, April 25, 2026	8:30 PM TO 11:00 PM	Brand Mangement, Type of Branding, Brand Sponsorship
Sunday, April 26, 2026	CLASS OFF	CLASS OFF
Monday, April 27, 2026	8:30 PM TO 10:00 PM	Umbrella Branding, Brand Element and Brand Association
Tuesday, April 28, 2026	8:30 PM TO 10:00 PM	Brand Equity, CBBE Model
Wednesday, April 29, 2026	8:30 PM TO 10:00 PM	Brand Name, Brand Extension
Thursday, April 30, 2026	8:30 PM TO 10:00 PM	Brand Portfolio, Brand Positioning
Friday, May 1, 2026	8:30 PM TO 10:00 PM	Repositioning, Rebranding, Branding & IMC, Unit MCQs
Saturday, May 2, 2026	8:30 PM TO 11:00 PM	Consumer Behaviour, Types of Buying Behavior, Stages of the Buying Process, Diffusion of Innovation
Sunday, May 3, 2026	CLASS OFF	CLASS OFF
Monday, May 4, 2026	8:30 PM TO 10:00 PM	Consumer Personalit, Types of Market, Buying Motives, Customer Value, Business Buying Behaviour
Tuesday, May 5, 2026	8:30 PM TO 10:00 PM	Customer Relationship Management, SLA
Wednesday, May 6, 2026	8:30 PM TO 10:00 PM	Salesforce, ERP, Service Flower, Digital Marketing, Internet Marketing, SMO
Thursday, May 7, 2026	8:30 PM TO 10:00 PM	SEO, Difference Between Good and Services, Types of Services, Marketing Process, Service Gap Model
Friday, May 8, 2026	8:30 PM TO 10:00 PM	SERVQUAL Model, Unit MCQs
Saturday, May 9, 2026	8:30 PM TO 11:00 PM	Financial System, RBI, NPA, SARFAESI ACT, Capital & Money Market
Sunday, May 10, 2026	8:30 PM TO 11:00 PM	Environmental Analysis