

MARKETING BY ABHISHEK SIR		
Date	Time	TOPICS
Friday, March 13, 2026	RECORDED	ORIENTATION CLASS
Saturday, March 14, 2026	CLASS OFF	CLASS OFF
Sunday, March 15, 2026	CLASS OFF	CLASS OFF
Monday, March 16, 2026	RECORDED	Marketing Terms, Types of Needs
Tuesday, March 17, 2026	RECORDED	Types of Demand, Sales Vs Marketing
Wednesday, March 18, 2026	RECORDED	Marketing Environment, Organizational Structure
Thursday, March 19, 2026	RECORDED	Maslow's Hierarchy of Needs, ERG Theory, Marketing Mix - 4P & 7Ps,
Friday, March 20, 2026	RECORDED	Marketing Structure
Saturday, March 21, 2026	RECORDED	Concepts of Marketing, Holistic Marketing Concept, UNIT MCQs, Marketing Research
Sunday, March 22, 2026	CLASS OFF	CLASS OFF
Monday, March 23, 2026	RECORDED	Research Design, Research Methodology, Market Segmentation
Tuesday, March 24, 2026	RECORDED	Market Segmentation, Market Target
Wednesday, March 25, 2026	RECORDED	Positioning, Demand & Supply
Thursday, March 26, 2026	RECORDED	Demand and Supply, Law of Demand, Elasticity of Demand, Demand Forecasting
Friday, March 27, 2026	RECORDED	Demand Forecasting, Sampling, Measurement and Scaling
Saturday, March 28, 2026	RECORDED	Measurement and Scaling , Data Analysis, UNIT MCQs
Sunday, March 29, 2026	CLASS OFF	CLASS OFF
Monday, March 30, 2026	RECORDED	Market Management Process, Types of Marketing Plan, Strategic Planning, SBU
Tuesday, March 31, 2026	RECORDED	Promotional Strategy, Advertising Strategy, Control Mechanisms, McKinsey 7S Model
Wednesday, April 1, 2026	RECORDED	UNIT MCQs, BCG Matrix
Thursday, April 2, 2026	RECORDED	Internal-External (IE) Matrix, MCKinsey 9-Cell Matrix, Experience Curve
Friday, April 3, 2026	RECORDED	Grand Strategy Matrix, Ansoff Matrix, Space Matrix, Unit MCQs
Saturday, April 4, 2026	RECORDED	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