

MARKETING BY ABHISHEK SIR		
Date	Time	TOPICS
Friday, September 4, 2026	8:30 PM TO 10:00 PM	ORIENTATION CLASS
Saturday, September 5, 2026	CLASS OFF	CLASS OFF
Sunday, September 6, 2026	CLASS OFF	CLASS OFF
Monday, September 7, 2026	8:30 PM TO 10:00 PM	Marketing Terms, Types of Needs
Tuesday, September 8, 2026	8:30 PM TO 10:00 PM	Types of Demand, Sales Vs Marketing
Wednesday, September 9, 2026	8:30 PM TO 10:00 PM	Marketing Environment, Organizational Structure
Thursday, September 10, 2026	8:30 PM TO 10:00 PM	Maslow's Hierarchy of Needs, ERG Theory, Marketing Mix - 4P & 7Ps,
Friday, September 11, 2026	8:30 PM TO 10:00 PM	Marketing Structure
Saturday, September 12, 2026	8:30 PM TO 11:00 PM	Concepts of Marketing, Holistic Marketing Concept, UNIT MCQs, Marketing Research
Sunday, September 13, 2026	CLASS OFF	CLASS OFF
Monday, September 14, 2026	8:30 PM TO 10:00 PM	Research Design, Research Methodology, Market Segmentation
Tuesday, September 15, 2026	8:30 PM TO 10:00 PM	Market Segmentation, Market Target
Wednesday, September 16, 2026	8:30 PM TO 10:00 PM	Positioning, Demand & Supply
Thursday, September 17, 2026	8:30 PM TO 10:00 PM	Demand and Supply, Law of Demand, Elasticity of Demand, Demand Forecasting
Friday, September 18, 2026	8:30 PM TO 10:00 PM	Demand Forecasting, Sampling, Measurement and Scaling
Saturday, September 19, 2026	8:30 PM TO 11:00 PM	Measurement and Scaling , Data Analysis, UNIT MCQs
Sunday, September 20, 2026	CLASS OFF	CLASS OFF
Monday, September 21, 2026	8:30 PM TO 10:00 PM	Market Management Process, Types of Marketing Plan, Strategic Planning, SBU
Tuesday, September 22, 2026	8:30 PM TO 10:00 PM	Promotional Strategy, Advertising Strategy, Control Mechanisms, McKinsey 7S Model
Wednesday, September 23, 2026	8:30 PM TO 10:00 PM	UNIT MCQs, BCG Matrix
Thursday, September 24, 2026	8:30 PM TO 10:00 PM	Internal-External (IE) Matrix, MCKinsey 9-Cell Matrix, Experience Curve
Friday, September 25, 2026	8:30 PM TO 10:00 PM	Grand Strategy Matrix, Ansoff Matrix, Space Matrix, Unit MCQs
Saturday, September 26, 2026	8:30 PM TO 11:00 PM	Marketing of Services, International Marketing, Rural Marketing, Green Marketing
Sunday, September 27, 2026	CLASS OFF	CLASS OFF
Monday, September 28, 2026	8:30 PM TO 10:00 PM	Bank Marketing, Insurance Marketing, Marketing Information System
Tuesday, September 29, 2026	8:30 PM TO 10:00 PM	Industrial Marketing, Business Sectors, Social Responsible Marketing
Wednesday, September 30, 2026	8:30 PM TO 10:00 PM	Ethical Marketing, E - Marketing, Mobile Marketing, UNIT MCQs
Thursday, October 1, 2026	8:30 PM TO 10:00 PM	Introduction to Product, Product Life Cycle, Branding, Packaging, Labelling
Friday, October 2, 2026	8:30 PM TO 10:00 PM	Standardisation, Grading, New Product Development Process, Distribution System
Saturday, October 3, 2026	8:30 PM TO 11:00 PM	Type and Level of Distribution Channel, Levels of Product, Product Mix

Sunday, October 4, 2026	CLASS OFF	CLASS OFF
Monday, October 5, 2026	8:30 PM TO 10:00 PM	Product Hierarchy, BCG Matrix, The Ansoff Growth Matrix, Product Testing
Tuesday, October 6, 2026	8:30 PM TO 10:00 PM	Test Marketing, Product Placement & Commercialization, Product Vertical Integration
Wednesday, October 7, 2026	8:30 PM TO 10:00 PM	Type of Products, UNIT-6 MCQs
Thursday, October 8, 2026	8:30 PM TO 10:00 PM	Pricing and its Objective, Factors
Friday, October 9, 2026	8:30 PM TO 10:00 PM	Pricing Policies and methods
Saturday, October 10, 2026	8:30 PM TO 11:00 PM	Pricing Policies and methods, Cost, Price and Revenue Analysis, Unit-Practice MCQ
Sunday, October 11, 2026	CLASS OFF	CLASS OFF
Monday, October 12, 2026	8:30 PM TO 10:00 PM	Distribution Channel, Intensity of Distribution, Channel Conflict, Functions of Channel
Tuesday, October 13, 2026	8:30 PM TO 10:00 PM	Logistic Management, Retailing
Wednesday, October 14, 2026	8:30 PM TO 10:00 PM	Wholesaling, UNIT MCQs
Thursday, October 15, 2026	8:30 PM TO 10:00 PM	Adverting, Sales Promotion, Personal Selling
Friday, October 16, 2026	8:30 PM TO 10:00 PM	Direct Marketing, PR and Publicity, Digital Marketing, Integrated Promotion Mix, UNIT MCQs
Saturday, October 17, 2026	8:30 PM TO 11:00 PM	Brand Mangement, Type of Branding, Brand Sponsorship
Sunday, October 18, 2026	CLASS OFF	CLASS OFF
Monday, October 19, 2026	8:30 PM TO 10:00 PM	Umbrella Branding, Brand Element and Brand Association
Tuesday, October 20, 2026	8:30 PM TO 10:00 PM	Brand Equity, CBBE Model
Wednesday, October 21, 2026	8:30 PM TO 10:00 PM	Brand Name, Brand Extension
Thursday, October 22, 2026	8:30 PM TO 10:00 PM	Brand Portfolio, Brand Positioning
Friday, October 23, 2026	8:30 PM TO 10:00 PM	Repositioning, Rebranding, Branding & IMC, Unit MCQs
Saturday, October 24, 2026	8:30 PM TO 11:00 PM	Consumer Behaviour, Types of Buying Behavior, Stages of the Buying Process, Diffusion of Innovation
Sunday, October 25, 2026	CLASS OFF	CLASS OFF
Monday, October 26, 2026	8:30 PM TO 10:00 PM	Consumer Personalit, Types of Market, Buying Motives, Customer Value, Business Buying Behaviour
Tuesday, October 27, 2026	8:30 PM TO 10:00 PM	Customer Relationship Management, SLA
Wednesday, October 28, 2026	8:30 PM TO 10:00 PM	Salesforce, ERP, Service Flower, Digital Marketing, Internet Marketing, SMO
Thursday, October 29, 2026	8:30 PM TO 10:00 PM	SEO, Difference Between Good and Services, Types of Services, Marketing Process, Service Gap Model
Friday, October 30, 2026	8:30 PM TO 10:00 PM	SERVQUAL Model, Unit MCQs
Saturday, October 31, 2026	8:30 PM TO 11:00 PM	Financial System, RBI, NPA, SARFAESI ACT, Capital & Money Market
Sunday, November 1, 2026	8:30 PM TO 11:00 PM	Environmental Analysis