

| MARKETING BY ABHISHEK SIR    |                     |   |
|------------------------------|---------------------|---|
| Date                         | Time                | TOPICS  |
| Friday, December 5, 2025     | 8:30 PM TO 10:00 PM | ORIENTATION CLASS   |
| Saturday, December 6, 2025   | 8:30 PM TO 10:00 PM | ORIENTATION CLASS   |
| Sunday, December 7, 2025     | CLASS OFF           | CLASS OFF   |
| Monday, December 8, 2025     | CLASS OFF           | CLASS OFF   |
| Tuesday, December 9, 2025    | 8:30 PM TO 10:00 PM | Marketing Terms, Types of Needs   |
| Wednesday, December 10, 2025 | 8:30 PM TO 10:00 PM | Types of Demand, Sales Vs Marketing   |
| Thursday, December 11, 2025  | 8:30 PM TO 10:00 PM | Marketing Environmen, Organizational Structure                                    |
| Friday, December 12, 2025    | 8:30 PM TO 10:00 PM | Maslow's Hierarchy of Needs, ERG Theory, Marketing Mix - 4P & 7Ps,                |
| Saturday, December 13, 2025  | 8:30 PM TO 10:00 PM | Marketing Structure   |
| Sunday, December 14, 2025    | 8:30 PM TO 11:00 PM | Concepts of Marketing, Holistic Marketing Concept, UNIT MCQs, Marketing Research  |
| Monday, December 15, 2025    | CLASS OFF           | CLASS OFF   |
| Tuesday, December 16, 2025   | 8:30 PM TO 10:00 PM | Research Design, Research Methodology, Market Segmentation                        |
| Wednesday, December 17, 2025 | 8:30 PM TO 10:00 PM | Market Segmentation, Market Target  |
| Thursday, December 18, 2025  | 8:30 PM TO 10:00 PM | Positioning, Demand & Supply  |
| Friday, December 19, 2025    | 8:30 PM TO 10:00 PM | Demand and Supply, Law of Demand, Elasticity of Demand, Demand Forecasting        |
| Saturday, December 20, 2025  | 8:30 PM TO 10:00 PM | Demand Forecasting, Sampling, Measurement and Scaling                             |
| Sunday, December 21, 2025    | 8:30 PM TO 11:00 PM | Measurement and Scaling , Data Analysis, UNIT MCQs                                |
| Monday, December 22, 2025    | CLASS OFF           | CLASS OFF   |
| Tuesday, December 23, 2025   | 8:30 PM TO 10:00 PM | Market Management Process, Types of Marketing Plan, Strategic Planning, SBU       |
| Wednesday, December 24, 2025 | 8:30 PM TO 10:00 PM | Promotional Strategy, Advertising Strategy, Control Mechanisms, McKinsey 7S Model |
| Thursday, December 25, 2025  | 8:30 PM TO 10:00 PM | UNIT MCQs, BCG Matrix   |
| Friday, December 26, 2025    | 8:30 PM TO 10:00 PM | Internal-External (IE) Matrix, MCKinsey 9-Cell Matrix, Experience Curve           |
| Saturday, December 27, 2025  | 8:30 PM TO 10:00 PM | Grand Strategy Matrix, Ansoff Matrix, Space Matrix, Unit MCQs                     |
| Sunday, December 28, 2025    | 8:30 PM TO 11:00 PM | Marketing of Services, International Marketing, Rural Marketing, Green Marketing  |
| Monday, December 29, 2025    | CLASS OFF           | CLASS OFF   |
| Tuesday, December 30, 2025   | 8:30 PM TO 10:00 PM | Bank Marketing, Insurance Marketing, Marketing Information System                 |
| Wednesday, December 31, 2025 | 8:30 PM TO 10:00 PM | Industrial Marketing, Business Sectors, Social Responsible Marketing              |
| Thursday, January 1, 2026    | 8:30 PM TO 10:00 PM | Ethical Marketing, E - Marketing, Moile Marketing, UNIT MCQs                      |
| Friday, January 2, 2026      | 8:30 PM TO 10:00 PM | Introduction to Product, Product Life Cycle, Branding, Packaging, Labelling       |
| Saturday, January 3, 2026    | 8:30 PM TO 10:00 PM | Standardisation, Grading, New Product Development Process, Distribution System    |
| Sunday, January 4, 2026      | 8:30 PM TO 11:00 PM | Type and Level of Distribution Channel, Levels of Product, Product Mix            |
| Monday, January 5, 2026      | CLASS OFF           | CLASS OFF   |
| Tuesday, January 6, 2026     | 8:30 PM TO 10:00 PM | Product Hierarchy, BCG Matrix, The Ansoff Growth Matrix, Product Testing          |

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| Wednesday, January 7, 2026  | 8:30 PM TO 10:00 PM | Test Marketing, Product Placement & Commercialization, Product Vertical Integration                 |
| Thursday, January 8, 2026   | 8:30 PM TO 10:00 PM | Type of Products, UNIT-6 MCQs   |
| Friday, January 9, 2026     | 8:30 PM TO 10:00 PM | Pricing and its Objective, Factors  |
| Saturday, January 10, 2026  | 8:30 PM TO 10:00 PM | Pricing Policies and methods  |
| Sunday, January 11, 2026    | 8:30 PM TO 11:00 PM | Pricing Policies and methods, Cost, Price and Revenue Analysis, Unit-Practice MCQ                   |
| Monday, January 12, 2026    | CLASS OFF           | CLASS OFF   |
| Tuesday, January 13, 2026   | 8:30 PM TO 10:00 PM | Distribution Channel, Intensity of Distribution, Channel Conflict, Functions of Channel             |
| Wednesday, January 14, 2026 | 8:30 PM TO 10:00 PM | Logistic Management, Retailing  |
| Thursday, January 15, 2026  | 8:30 PM TO 10:00 PM | Wholesaling, UNIT MCQs  |
| Friday, January 16, 2026    | 8:30 PM TO 10:00 PM | Adverting, Sales Promotion, Personal Selling  |
| Saturday, January 17, 2026  | 8:30 PM TO 10:00 PM | Direct Marketing, PR and Publicity, Digital Marketing, Integrated Promotion Mix, UNIT MCQs          |
| Sunday, January 18, 2026    | 8:30 PM TO 11:00 PM | Brand Mangement, Type of Branding, Brand Sponsorship, Umbrella Branding                             |
| Monday, January 19, 2026    | CLASS OFF           | CLASS OFF   |
| Tuesday, January 20, 2026   | CLASS OFF           | CLASS OFF   |
| Wednesday, January 21, 2026 | CLASS OFF           | CLASS OFF   |
| Thursday, January 22, 2026  | 8:30 PM TO 10:00 PM | Brand Element and Brand Association, Brand Name, Brand Extension                                    |
| Friday, January 23, 2026    | 8:30 PM TO 10:00 PM | Brand Equity, CBBE Model, Brand Portfolio, Brand Positioning  |
| Saturday, January 24, 2026  | 8:30 PM TO 10:00 PM | Repositioning, Rebranding, Branding & IMC, Unit MCQs  |
| Sunday, January 25, 2026    | 8:30 PM TO 11:00 PM | Consumer Behaviour, Types of Buying Behavior, Stages of the Buying Process, Diffusion of Innovation |
| Monday, January 26, 2026    | CLASS OFF           | CLASS OFF   |
| Tuesday, January 27, 2026   | 8:30 PM TO 10:00 PM | Consumer Personalit, Types of Market, Buying Motives, Customer Value, Business Buying Behaviour     |
| Wednesday, January 28, 2026 | 8:30 PM TO 10:00 PM | Customer Relationship Management, SLA   |
| Thursday, January 29, 2026  | 8:30 PM TO 10:00 PM | Salesforce, ERP, Service Flower, Digital Marketing, Internet Marketing, SMO                         |
| Friday, January 30, 2026    | 8:30 PM TO 10:00 PM | SEO, Difference Between Good and Services, Types of Services, Marketing Process, Service Gap Model  |
| Saturday, January 31, 2026  | 8:30 PM TO 10:00 PM | SERVQUAL Model, Unit MCQs   |
| Sunday, February 1, 2026    | 8:30 PM TO 11:00 PM | Financial System, RBI, NPA, SARFAESI ACT, Capital & Money Market                                    |
| Monday, February 2, 2026    | 8:30 PM TO 11:00 PM | Environmental Analysis  |