

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

Wednesday, November 26, 2025	8:30 PM TO 10:00 PM	Type of Products, UNIT-6 MCQs
Thursday, November 27, 2025	8:30 PM TO 10:00 PM	Pricing and its Objective, Factors
Friday, November 28, 2025	8:30 PM TO 10:00 PM	Pricing Policies and methods
Saturday, November 29, 2025	8:30 PM TO 11:00 PM	Pricing Policies and methods, Cost, Price and Revenue Analysis, Unit-Practice MCQ
Sunday, November 30, 2025	CLASS OFF	CLASS OFF
Monday, December 1, 2025	8:30 PM TO 10:00 PM	Distribution Channel, Intensity of Distribution, Channel Conflict, Functions of Channel
Tuesday, December 2, 2025	8:30 PM TO 10:00 PM	Logistic Management, Retailing
Wednesday, December 3, 2025	8:30 PM TO 10:00 PM	Wholesaling, UNIT MCQs
Thursday, December 4, 2025	8:30 PM TO 10:00 PM	Adverting, Sales Promotion, Personal Selling
Friday, December 5, 2025	8:30 PM TO 10:00 PM	Direct Marketing, PR and Publicity, Digital Marketing, Integrated Promotion Mix, UNIT MCQs
Saturday, December 6, 2025	8:30 PM TO 11:00 PM	Brand Mangement, Type of Branding, Brand Sponsorship, Umbrella Branding
Sunday, December 7, 2025	CLASS OFF	CLASS OFF
Monday, December 8, 2025	CLASS OFF	CLASS OFF
Tuesday, December 9, 2025	CLASS OFF	CLASS OFF
Wednesday, December 10, 2025	8:30 PM TO 10:00 PM	Brand Element and Brand Association, Brand Name, Brand Extension
Thursday, December 11, 2025	8:30 PM TO 10:00 PM	Brand Equity, CBBE Model, Brand Portfolio, Brand Positioning
Friday, December 12, 2025	8:30 PM TO 10:00 PM	Repositioning, Rebranding, Branding & IMC, Unit MCQs
Saturday, December 13, 2025	8:30 PM TO 11:00 PM	Consumer Behaviour, Types of Buying Behavior, Stages of the Buying Process, Diffusion of Innovation
Sunday, December 14, 2025	CLASS OFF	CLASS OFF
Monday, December 15, 2025	8:30 PM TO 10:00 PM	Consumer Personalit, Types of Market, Buying Motives, Customer Value, Business Buying Behaviour
Tuesday, December 16, 2025	8:30 PM TO 10:00 PM	Customer Relationship Management, SLA
Wednesday, December 17, 2025	8:30 PM TO 10:00 PM	Salesforce, ERP, Service Flower, Digital Marketing, Internet Marketing, SMO
Thursday, December 18, 2025	8:30 PM TO 10:00 PM	SEO, Difference Between Good and Services, Types of Services, Marketing Process, Service Gap Model
Friday, December 19, 2025	8:30 PM TO 10:00 PM	SERVQUAL Model, Unit MCQs
Saturday, December 20, 2025	8:30 PM TO 11:00 PM	Financial System, RBI, NPA, SARFAESI ACT, Capital & Money Market
Sunday, December 21, 2025	8:30 PM TO 11:00 PM	Environmental Analysis