Bachelor of Business Administration (B.B.A)

Teacher Name: Bhavya, Paper 4 Semester 4th

April 2021

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| Marketing Management- Meaning, Nature and Scope. Concepts of Marketing .Marketing Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to marketing. |

May 2021

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| Marketing Information System- Meaning and Components. Marketing Research. Consumer Behaviour-Meaning and Importance of study for Marketers. |

June 2021

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| Product –Meaning, levels and product Mix. New Product development, Product Life  Cycle, Branding and Packaging decision.  Pricing-Meaning, procedure for setting a price. Price variation. |

July 2021

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| Distribution Channels- Levels and Roles. Management of Physical Distribution. Promotion- promotion Mix- A study of advertising, sales promotion, personal selling, direct marketing and public relations.  Marketing organization and control. |