



Code	Subject Title	Cr. Hrs	Semester
BBA-201	Principles of Marketing	3	III
Year	Discipline		
2	Business Administration		

1. Understanding Marketing and the Marketing Process:

Marketing Management and Marketing Philosophies. The goals of the marketing system. Strategic planning and the marketing process. The marketing management process and the marketing environment.

2. Analyzing Marketing Opportunities:

Market research and information systems; Consumer market and influences on consumer behavior.

3. Marketing Strategy

Market segmentation, targeting and positioning for competitive advantage.

4. Developing the Marketing Mix:

Designing products life cycle strategy; Pricing products; Pricing strategies. Placing product; Distribution channels retailing and wholesaling. Promoting products: marketing communication strategy, advertising sales promotion and publicity.
