

BBA 1st year

Basics of marketing (BOM)

unit - I

1. meaning of marketing. Explain scope & importance of marketing.
2. Evolution of marketing.
3. Explain core marketing concepts (including short & long)
4. Explain about micro & macro environment

unit - II

1. Explain Target market & product positioning tools
2. levels of market segmentation.
3. Bases for ~~for~~ segmenting consumer markets & industrial markets.

unit - III

1. Reasons for failure of a new product.
2. need & limitations for development of a new product
3. need & limitations of ~~for~~
3. Stages in new product development
4. Consumer adoption process

unit - IV

1. concept of product, product life cycle
2. product line decision
3. product mix decision
4. product mix Decision.

Unit - V

1. Types of Advertisement.
2. Promotional Tools
3. sales promotion (Advantages & disadvantages, characteristics, & methods)
4. public Relations & publicity (functions & types)
5. Designing marketing channels & functions.