

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-407	Marketing Research	3	VII
Year	Discipline		
4	Political Science		

Objective:

This course introduces the student to the fundamental modes of marketing. The areas of study include analysis of the marketing environment; Marketing research & Information systems; Behavior of consumer & business marketing; Market segmentation; Targeting & positioning for competitive advantage, Product designing, pricing ,Planning & Promotion

Course Contents:

- The nature and scope of marketing
- Data collection
- Descriptive research
- Data analysis
- Special topics in data analysis

Recommended Books: