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E-CONTENT B.COM 5TH SEMETER BADM

UNIT	TOPIC	VIDEOLINK
1	Marketing concepts	https://www.youtube.com/live/TJyG_5Nre-g?si=ghFI4ew09zGct7P-
2	Marketing concepts	https://youtu.be/fj0sVtpdTYk?si=9Oipt5t8NzXtSATC
3	Principal of marketing	https://youtu.be/fxpDGJXGtdw?si=HRc9po6FgS3kMqim
4	Marketing promotions	https://youtu.be/oTnUYz4Qi_Y?si=tu6-lm4hD2cbbjaQ
5	Consumer behaviour in marketing	https://www.youtube.com/live/CyhG0Vm6gWo?si=hMfvXy9GdOjf_y61
6	Market segmentation	https://youtu.be/qlaqkLOCgJw?si=01yjlAhNapy_WTjW
7	Product position	https://youtu.be/Wkgrlga7daY?si=X0hQpW0Cm-VI4kn0
8	UNIT-II Concept of product	https://youtu.be/LvIBJlvbhfU?si=iZfdkvmassLBpunhx
9	Classification of product	https://youtu.be/LrG63GTXq4M?si=UC7cRmRqWZuF6vNn
10	Product mix and product line	https://youtu.be/QAFAsy-fRR4?si=j7UIIEr6VNtrVMEs
11	New product development process	https://youtu.be/vO5Gt14Gm08?si=sYxbvwQRcbhi5nQx
12	New product development process	https://youtu.be/egGPWG2yhbA?si=n3VymHW1EHtYc4M6

13	Product life cycle	https://youtu.be/g6hOFkEdy7o?si=sNsoeD9DTclIEF22
14	Product life cycle	https://youtu.be/NxMR8P2EVVY?si=-NdldN-x56oU-VHV
15	UNIT-III Mean and types of marketing	https://youtu.be/RPrTQWGch5o?si=dmlBOjpkhxm0yJn-
16	Marketing_ macro and micro components	https://youtu.be/S6z1K5NxmLk?si=3YcklBLamKPidWp5 Q
17	Price decisions	https://youtu.be/PwGOAliQfX4?si=RRjD4BrDZwawe1qE
18	Pricing policies	https://youtu.be/6TsxdB1F_QQ?si=8nCivoH7rnlYA1H0
19	Pricing strategy and price steps	https://youtu.be/WRk-FTK_4yo?si=NKXB7NV-IY6as4R3
20	Product mix pricing	https://youtu.be/LvIBJlvbhfU?si=FJW1KtpZ-Sib3wib
21	Affecting factors of pricing	https://youtu.be/PwGOAliQfX4?si=txCUCDCEymDjqomz
22	UNIT-IV Meaning of distribution channels	https://youtu.be/PH71qUm9l5U?si=0jABiep8QJ6btLYr
23	Important of distribution channels	https://youtu.be/pQmjmCwxDwo?si=iKtY_18Tclnny8zS
24	Functions of distribution channels	https://youtu.be/SkDoUtwKhkU?si=2uivlKVJM1iZTSUQ
25	Functions of distribution channels	https://youtu.be/CAdq1vD6CPQ?si=mlGGhcQbJ7Q3yKIG
26	Objective of promotion	https://youtu.be/-EQvmAJPRYQ?si=0ZTBTWB3culCxBZb
27	Personal selling	https://youtu.be/iIJ42JHH0yg?si=gsrQ82vRe2bEC3F6
28	Sales promotion	https://youtu.be/pvAD5h2xUSc?si=HwSdl0F_zqP6M_un

29	Type of advertising budget	https://youtu.be/ t6aX3-DMLc?si=7jvXiFWy-HnANEoy
30	Method of measuring advertising effectiveness	https://youtu.be/WQEGc3wnTqU?si=9OI4gl6mgZneBWZY
31	Sales promotion _ tools and techniques	https://youtu.be/KQKzFmQAUul?si=HNOuVg4YvS5SZNFm