



[References]

Subject : **Business Economics**
Course : **B.A., 2nd Semester,
Undergraduate**

Paper No. : **204 (Two Zero Four)**
Paper Title : **Marketing Management**

Unit No. : **2 (Two)**
& Title : **Nature of Marketing**

Lecture No. : **2 (Two)**
& Title : **Marketing Mix**

Subject Expert

Prof. Swati Dave
Assist. Prof., J. G. College
Ahmedabad.

Subject Co-Ordinator

Dr. V. Chari
Professor, S. D. School of Commerce,
Gujarat University,
Ahmedabad.

On Screen Presenter

Swati Dave

Technical Asst. & Sound Recording

Smita Bhatt
Archana Patel

Editing

Akash Choudhary

Multimedia

Gaurang Sondarva

Camera

Mukesh Soni

Technician

Mukesh Soni

Helper

Ambalal Thakore

Ishwar Maratha

Jagdish Jadeja

Graphic Desinger

Dilip Dave

Akash Choudhary

Production Assistant & Editing Concept

Mukesh Soni

Producer

Dinesh Goswami

REFERENCE

1. Marketing Management, Philip Kotler,
Eleventh Edition, Pearson Education
2. Marketing Management Global perspective,
Ramaswamy and Namakumari, Fifth
Edition, Mcgrowhill
Education(India) Private Limited.