

Read to Lead

**COMMON MINIMUM SYLLABUS AS PER NEP
FOR ALL STATE UNIVERSITIES OF UTTAR PRADESH**

Group- B

Marketing Theory and Practices



**Dr. Rakesh Kumar Yadav
Richa Srivastava**

**THAKUR PUBLICATION PVT. LTD.
LUCKNOW**

Sanjeev Brawal

**Registrar
IFTM University
Moradabad**

About the Book

This book of “**Marketing Theory and Practices**” provides an overview of the fundamental aspects related to marketing management. In this book, every effort has been made to make the text easy to understand while keeping the material according to syllabus. Suitable examples, exercises are also provided in this book which will help students to prepare for the examination. This book is useful not only for students who are pursuing their studies but also for those working in the educational institutions and corporate world.

About the Author



Prof. (Dr.) Rakesh Kumar Yadav is currently working as **Professor** and **Head** at the Department of Management, **School of Business Management, IFTM University, Moradabad**. He holds a D.Phil in Commerce from CCS University, Meerut. He completed his MBA in Marketing from MJP Rohilkhand University, Bareilly. He has published more than 40 research papers in UGC approved and peer reviewed journals of National and International repute and conference proceedings and book chapters. He has presented 46 research papers in National and International conferences in different states of India. As resource person he has chaired and presided more than 30 sessions in different International conferences organised by Central Universities, State Universities and Management Institutes of India. He has been awarded ‘ELITE and Gold Medal’ certificate by Indian Institute of Technology, Roorkee for successfully completing the 8 week course on ‘Marketing Research and Analysis’ and ‘ELITE’ certificate by Indian Institute of Technology, Kanpur for successfully completing the 8 week course on ‘Marketing Management-I’



Mrs. Richa Srivastava is currently working as an **Assistant Professor** in **Kulbhaskar Ashram P.G. College, Allahabad**. She has **8 years** of teaching experience. She has presented 2 National papers. She has attended various workshop and webinars. She is also participated in various National seminars.

U.P. STATE UNIVERSITIES BBA 2nd SEM

Subjects	Author Name
Organisational Behavior	Dr. Ravijeet Singh, Ravikant Jaiswal
Business Finance	Dr. Sangeeta Sahni, Dr. Rahul Mehrotra
Human Resource Development	Dr. Mirza Shahab Shah, Dr. Shashi Kant Tripathi
Marketing Theory and Practices	Dr. Rakesh Kumar Yadav, Richa Srivastava
Business Mathematics	Dr. Nidhi Nagar, Avnish Kumar Gupta, Kavish Sharma
Advertising Management	Dr. Nikhil Srivastava, Sunny Gupta
First Aid & Health	Prof. Dr. Elakkuvana Bhaskara Raj, Ms. Jyoti Marthe

Printed at: Sovereign Printing Press, Jankipuram, Lucknow. Mob: 9235318506/07

₹180

www.tppl.org.in
www.questionpaper.org.in



Scan QR Code



Also Book Available on



ISBN: 978-93-5480-235-5



Sanjeev Prasad

Registrar
IFTM University
Moradabad