

CAREERS

Marketing and sales professionals are needed for each business. A BBA has a good scope in domestic and international job markets. Students can progress to acquire an MBA or enter job market with multiple job opportunities.

Successful students can work in the areas of brand or product management, product promotion, product advertising, marketing research, market survey and analysis, sales management of retail and wholesale sales, etc. Our BBA program will enable you to be an extremely rigorous and productive professional who is capable of effectively meeting the needs of these segments.



Product Promotion



Marketing Research



Market Survey and Analysis



Product Advertising



AJEENKYA
D Y PATIL UNIVERSITY

THE INNOVATION
UNIVERSITY

School of
Management



School of
Management

BBA

SALES & MARKETING

Duration: 3 years

Eligibility: XIIth in Arts or Science or Commerce.

CONTACT US

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BBA SALES & MARKETING



Marketing is the soul of each profession and business, small or large. It is one of the major components which define success. Sales and marketing consist of long-range of activities which include conducting research to discover needs and wants of people in a market, analyzing people's consumption behavior, developing products and services based on the market research, delivering them to the market efficiently, and communicating with customers about the products and services.

The most important aim of marketing is to generate demand in the market. In addition, marketing creates product definitions, establishes trends related to product and service usages, makes people follow or unfollow certain products or services, analyzes product or service usages, understands user-usage data and prognosticates the sales and profit related trends for the companies or organizations; marketing and sales professional fuel the engine of business and makes it run. In today's rapidly changing domestic and international markets the marketing and sales professionals have got unprecedented importance.

Our undergraduate program in Sales and Marketing offers significant opportunities to learn, understand and work on basic concepts related to marketing and sales. At ADYPU, the students get to learn the concepts not only by the most efficient professors, but also by industry professionals and experts and international faculties; and above all, what students learn is not just within the four-walls of the school but they actually work on real-industry concepts.



THE PROGRAM

ADYPU School of Management offers you a unique program in Sales and Marketing designed to deliver you multiple benefits. BBA program in Sales and Marketing is based on internationally developed frameworks and offers you standards-based and business-validated curriculum. Students learn a number of fundamental concepts, theories and modules in the areas of micro and macro economics, accounting and finance, marketing intelligence, marketing strategy and planning, brand management, consumer behavior, marketing research, e-marketing, creative advertising, international marketing, statistics and many more.