

## **URLs of videos/audios on course topics---Marketing of of lib services**

Concepts and objectives of marketing

<https://www.youtube.com/watch?v=EwRiXX0CKvQ>

<https://www.youtube.com/watch?v=RCLrgVxiuqk&t=143s>

Importance of marketing

<https://www.youtube.com/watch?v=x-Vi2SYyflU>

Functions of marketing

<https://www.youtube.com/watch?v=KEQ8i2wfp4g>

Marketing environment

<https://www.youtube.com/watch?v=u9ZS-pRWQK8>

Market segmentation

<https://www.youtube.com/watch?v=luEQUFWJ6oY>

Marketing mix

<https://www.youtube.com/watch?v=N5P6N3g3568>

<https://www.youtube.com/watch?v=d0NMSqeKpVs>

Market targeting

<https://www.youtube.com/watch?v=0srjdRDh99Y>

Marketing plan

<https://www.youtube.com/watch?v=al3hRCS9cvE>

Marketing research/survey

<https://www.youtube.com/watch?v=Ycv4wKSQ0v8>

Advertising

[https://www.youtube.com/watch?v=OTR3l\\_64v0l](https://www.youtube.com/watch?v=OTR3l_64v0l)

Public relations

<https://www.youtube.com/watch?v=GnGjM794GYg>

E-marketing

<https://www.youtube.com/watch?v=q9b2mcgiis0>