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e Notes MBA

Marketing mix represents a blending of all the four elements namely product, price, promotion and place /physical distribution.

Determination of an effective marketing mix is

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an important decision for any manager of an organization. If a proper marketing mix is determined, the following benefits will accrue to the organization.

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MARKETING AND SALES - CBSE

The marketing environment comprises the 'non controllable' actors and forces in response to which organizations design their marketing strategies
Specifically, 'A company's

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marketing environment consists of the actors and forces external to the marketing management function of the firm that impinge on the marketing management's ability to develop and maintain

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successful transactions ...

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Definition " Marketing is about satisfying consumer needs and wants through an exchange " -Philip Kotler. "

Marketing is not the art of

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finding clever ways to
dispose of what you make. It
is the art of creating
genuine customer value. " -
Philip Kotler. What is
marketing in Hindi? "??????
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Management Subject is to
develop an understanding of

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the underlying concepts,
strategies and issues
involved in the marketing of
products and services.

Marketing Management
contains five modules namely
Marketing Concepts and
Challenges; Marketing

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Planning and Control;
Marketing Mix, Understanding
Customer and Marketing
Information System; and
Marketing Strategies.

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In Hindi

This Video contains
Marketing management
Meaning, Definition,
Importance and Scope. For
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Introduction Notes Marketing
is the process of satisfying
the needs of a consumer . It
starts with the

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identification of needs and wants of a market and continues till the needs and wants are satisfied.

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Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other

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parties. We see marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering and communicating superior customer ...

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marketing. It will explore the theory and applications of marketing concepts through a mix of cases, lectures, assignments and group projects. Author(s): Prof. Natalie Mizik

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is the process of satisfying the needs of a consumer . It starts with the identification of needs and wants of a market and continues till the needs and wants are satisfied. Page

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