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Key skills of a marketing manager Ch.1 Overview of Marketing

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Introduction to Marketing

**Introduction to Marketing**

**Management** MARKETING

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Demographic : Demographic is a major element to be studied in environment analysis. Several factors relating to population, such as size, growth rate, age distribution, religious composition, need to be studied.

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Manish Patidar June 27,  
2020. The purpose of MBA  
Marketing Management Subject  
is to develop an  
understanding of the  
underlying concepts,

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Mba strategies and issues involved in the marketing of products and services. Marketing Management contains five modules namely Marketing Concepts and Challenges; Marketing Planning and Control; Marketing Mix, Understanding Customer and Marketing Information System; and Marketing Strategies.

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1. Marketing Concepts  
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Mba business development (Kotler et al. 1996).

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Marketing Management.  
Analyzing Industries and  
Competitors; Competitive  
Marketing Strategies;  
Designing and Managing  
Integrated Marketing  
Communication;  
Differentiating and  
Positioning the Market  
Offering; Managing Marketing  
Information and Measuring  
Market Demand; Managing  
Product Life Cycle  
Strategies; Managing Product  
Lines; Market Oriented  
Strategic Planning

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Marketing Management

Implementing programs to create exchanges with target buyers to achieve

organizational goals Demand

Management Finding and

increasing demand, also

changing or reducing demand

such as in Demarketing

Profitable Customer

Relationships Attracting new

customers and retaining and

building

*What is Marketing?*

*Fundamentals of Marketing*

*Management ...*

NOTES 4 MARKETING MANAGEMENT

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Pride and Ferrel's definition says, "We define marketing as the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate exchange relationships in a dynamic environment".

## *MARKETING MANAGEMENT*

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Marketing is truly old antique art. The marketing activity significantly or without significantly is being in practice by the all human being, first marketing deal can be perhaps accredited to Adam and Eve. Its arrival as a management discipline is of comparatively recent origin. Marketing concept w

*The evolution of Marketing*

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*Dr. APJ Abdul Kalam  
Technical University (AKTU)  
MBA Notes*

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