
UNIT - 1

Meaning of marketing: As you all know-

Every human being has some

- Needs
- Wants
- Demands

Such as: Food, Clothing, Shelter, Car etc.

There is requirement of some products, it may be Goods, Services or any other things, that fulfill the human need and wants.

And that product is provided by manufacturing service provider companies. the different

So now you can easily define marketing-

Identifying and satisfying human needs and wants profitably.

Philip Kotler

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers in ways that benefit the organization and its stakeholders.

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Marketing Management

-Societal Definition by Philip Kotler

Marketing management

Art and science of choosing target markets and getting keeping growing customers through creating delivering and communicating superior customer value.

Nature of Marketing

- Dynamic Process
- Customer Oriented
- All Encompassing
- Integrating
- Creative
- Marketing is an Economic Function
- Marketing is a Managerial function
- Marketing is a social process
- Marketing had dual objectives profit making and consumer satisfaction

Scope of Marketing

- Study of Consumer Wants and Needs
- Study of Consumer behavior
- Product Planning & Development
- Branding
- Packaging
- Pricing
- Channels of Distribution
- Promotion
- Finance
- After Sales services

Marketing Management Notes For Mba

Patrick Vollmar



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Unveiling the Energy of Verbal Beauty: An Mental Sojourn through **Marketing Management Notes For Mba**

In a global inundated with screens and the cacophony of quick conversation, the profound power and psychological resonance of verbal art usually diminish in to obscurity, eclipsed by the continuous onslaught of noise and distractions. However, set within the lyrical pages of **Marketing Management Notes For Mba**, a fascinating function of fictional beauty that impulses with natural thoughts, lies an wonderful journey waiting to be embarked upon. Written with a virtuoso wordsmith, this enchanting opus books readers on a psychological odyssey, gently revealing the latent potential and profound affect embedded within the elaborate web of language. Within the heart-wrenching expanse with this evocative analysis, we will embark upon an introspective exploration of the book is key themes, dissect its fascinating publishing style, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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