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## UNIT - 1

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**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

**RM Cervero**



## **Marketing Management Notes For Mba:**

## Embracing the Melody of Appearance: An Emotional Symphony within **Marketing Management Notes For Mba**

In a world consumed by screens and the ceaseless chatter of fast transmission, the melodic beauty and psychological symphony created by the published word frequently disappear in to the background, eclipsed by the persistent noise and disturbances that permeate our lives. But, nestled within the pages of **Marketing Management Notes For Mba** a wonderful literary value full of natural emotions, lies an immersive symphony waiting to be embraced. Crafted by a wonderful musician of language, that fascinating masterpiece conducts visitors on a psychological journey, skillfully unraveling the concealed tunes and profound influence resonating within each carefully constructed phrase. Within the depths with this moving examination, we can discover the book is key harmonies, analyze their enthralling publishing style, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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