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PRINCIPLES OF MARKETING (For 2nd Semester Students under Gauhati University) DR. RAJU SUBBA, DR. PORAG PACHANI, 2025-04-12 Marketing is an essential function of any business bridging the gap between products and consumers. In today's dynamic business environment, understanding the principles of marketing is crucial for students aspiring to build careers in commerce and management. The National Education Policy (NEP) 2020 emphasizes a multidisciplinary and practical approach to learning, encouraging students to develop analytical and decision-making skills in real-world business scenarios. Keeping this in mind, Principles of Marketing has been designed to cater to the academic needs of B.Com 2nd Semester students of Gauhati University while aligning with the latest developments in marketing strategies and practices. This book provides a comprehensive yet simplified approach to the fundamental concepts of marketing, ensuring clarity and application-oriented learning. The content is structured into five well-defined units covering key aspects of marketing.

Unit I: Introduction This unit lays the foundation for marketing by exploring its nature, scope, and importance. It traces the evolution of marketing and differentiates it from selling. Additionally, it introduces the marketing mix and examines the marketing environment, discussing its various components including economic, demographic, technological, natural, socio-cultural, and legal factors.

Unit II: Consumer Behaviour A marketer's success largely depends on understanding consumer behavior. This unit explains the nature and importance of consumer behavior, the buying decision process, and the various factors that influence consumer choices. It further explores market segmentation, targeting, and positioning (STP) and distinguishes between product differentiation and market segmentation.

Unit III: Product This unit focuses on product concepts and classifications along with the importance of product mix, branding, packaging, and labeling. It also discusses product support services, the product life cycle, and the new product development process. The consumer adoption process is explained to provide insights into how consumers accept and use new products.

Unit IV: Pricing and Distribution Pricing is a crucial aspect of marketing strategy. This unit delves into the significance of pricing factors affecting price determination and various pricing policies and strategies. It also covers distribution channels, their types, functions, and factors affecting their selection. Special attention is given to wholesaling, retailing, e-tailing, and physical distribution.

Unit V: Promotion and Recent Developments in Marketing This unit discusses the nature and importance of promotion, the communication process, and the different types of promotion including advertising, personal selling, public relations, and sales promotion. It also examines the promotion mix and the factors affecting promotional decisions. Additionally, this unit introduces students to emerging trends in marketing such as social marketing, online marketing, direct marketing, services marketing, green marketing, rural marketing, and consumerism. Throughout the book, efforts have been made to present the concepts in a structured and student-friendly manner. The book includes real-life examples, case studies, and self-assessment questions to encourage critical thinking and practical application of marketing concepts. This book is expected to serve as a valuable resource for

students educators and aspiring marketers We hope it fosters a deeper understanding of marketing principles and equips students with the knowledge required to navigate the ever evolving marketing landscape **Marketing Research**

Procedures Lloyd Martin DeBoer,1982 Small Business Management Timothy S. Hatten,2023-11-03 Small Business Management Eighth Edition equips students with the tools to navigate important financial legal marketing and managerial decisions when creating and growing a sustainable small business Author Timothy S Hatten provides new cases real world examples and illuminating features that spotlight the diverse innovative contributions of small business owners to the economy Whether your students dream of launching a new venture purchasing a franchise managing a lifestyle business or joining the family company they will learn important best practices for competing in the modern business world *Building a Marketing Plan* Ho Yin Wong,2011-07-15 The book aims to provide a comprehensive holistic and practical framework for readers who are interested or involved in developing a marketing plan so that they can appreciate various marketing concepts and put them together in an easy to read guide Demanding and savvy customers along with a turbulent marketing environment require marketers to be highly sensitive to the environmental monitoring systems capable of identifying the latest marketing trends and opportunities and threats at an early stage In response to these issues the proposed manuscript covers the themes of planning implementing and controlling marketing activities which will provide guidance to marketers and non marketer alike in undertaking a marketing plan The latest research findings in the marketing area are included This book is written for marketing students and it is the intention of the authors to make this manuscript as basic straightforward and to the point as possible Business practitioners will also find this book useful **Strategic Management for the XXIst Century** Reza Vaghefi,Alan B. Huellmantel,1998-11-30 The market forces shaping business today are fundamentally changing the way we do business To remain competitive new management strategies must be developed and implemented Corporate executives and managers everywhere need the latest management tools to help them revitalize their business and successfully position their organization for the future No matter what type of business you are in Strategic Management for the XXIst Century provides valuable insights to help you lead your organization by using the newest approaches for strategic planning This essential resource not only explains the concept of strategic management but also offers a step by step blueprint for creating a strategic planning system consisting of three components strategic administrative and operational An insightful and visionary reference Strategic Management for the XXIst Century explains the logical relationships between a planning system and the structure within which they are executed Also discussed are techniques of trend analysis scanning projections probability studies and futures research the answer to bridging the gap between today s and tomorrow s markets *Researching Your Market* J. Ford Laumer,1988 *Marketing Strategy and Plans* David Johnston Luck,O. C. Ferrell,George H. Lucas,1989 *Small Business Management* Timothy S. S. Hatten,2024 **Developing, Implementing & Managing an Effective Marketing Plan** H. W. Goetsch,1994 Marketing Strategy O. C. Ferrell,Michael D.

Hartline, George H. Lucas, 2002 New edition of a text that provides a practical approach to analyzing planning and implementing marketing strategies with a focus upon the creative process involved in applying the knowledge and concepts to the development and implementing of ideas The core of the planning framework is the organ

Reader's Guide to the Social Sciences Jonathan Michie, 2014-02-03 This 2 volume work includes approximately 1 200 entries in A Z order critically reviewing the literature on specific topics from abortion to world systems theory In addition nine major entries cover each of the major disciplines political economy management and business human geography politics sociology law psychology organizational behavior and the history and development of the social sciences in a broader sense

Meta-analysis in Marketing John U. Farley, Donald R. Lehmann, 1987 *Journal of Marketing*, 1992 **Harvard Business School Core Collection** 1995 Baker Library, 1995

A Theory of Market Strategy Richard J. Geruson, 1992 Intense competitive and turbulent economic conditions have forced American businesses to re examine every aspect of their strategies from organization to how they publicly present what they sell A Theory of Market Strategy uses economic theory to derive concepts of market strategy involving the exploitation of the differences in potential consumers and in products That is a firm can create a market strategy for a new product that takes into account the fact that different customers will be willing to pay different prices based on their expertise and perception of the product s value In addition this strategy considers that consumers will also want different models of the product In the first half of this work Geruson develops these concepts showing that the key to successful market strategy is the exploitation of two dimensional market heterogeneity a new idea that integrates and enhances the concepts of product differentiation price discrimination market segmentation information signalling and customer purchase risk reduction The second half follows with applications to these concepts in regard to the mainframe computer industry In depth examples from IBM and niche computer companies Cray Tandem and Control Data show how to practically implement the ideas and provide many lessons on the hidden pitfalls and secrets to success in market strategy The book derives from Geruson s dissertation at Oxford University and has been augmented by his experience at International Business Machines Incorporated and Toshiba International making it accessible to sophisticated practitioners in market strategy and strategic planning

Harvard Business School Core Collection Baker Library, 1993

Marketing Information Hiram C. Barksdale, Jac L. Goldstucker, 1995 *Franchise Selection* Raymond J. Munna, 1987 The other side of the franchise story Sound basic advice excellent general tips on how to find answers in order to protect oneself in this often risky field Booklist An ideal guide for entrepreneurs investors attorneys accountants and management marketing advisors

AMA Winter Educators' Conference, 1988 [Marketing Management](#) Victor P. Buell, 1984

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