

Marketing Management- Introduction, objectives, Scope and Importance

In today's world of marketing, everywhere you go you are being marketed to in one form or another. Marketing is with you each second of your walking life. From morning to night you are exposed to thousands of marketing messages everyday. Marketing is something that affects you even though you may not necessarily be conscious of it.

After reading this post you'll understand – What exactly the marketing is, to whom it is beneficial for, and what are the nature and scope of marketing.

Definition of Marketing

According to **American Marketing Association (2004)** – "Marketing is an organisational function and set of processes for creating, communicating and delivering value to customers and for managing relationships in a way that benefits both the organisation and the stakeholder."

AMA (1960) – "Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user."

According to **Eldridge (1970)** – "Marketing is the combination of activities designed to produce profit through ascertaining, creating, stimulating, and satisfying the needs and/or wants of a selected segment of the market."

According to **Kotler (2000)** – "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."

Nature of Marketing

1. Marketing is an Economic Function

Marketing embraces all the business activities involved in getting goods and services, from the hands of producers into the hands of final consumers. The business steps through which goods progress on their way to final consumers is the concern of marketing.

2. Marketing is a Legal Process by which Ownership Transfers

In the process of marketing the ownership of goods transfers from seller to the purchaser or from producer to the end user.

3. Marketing is a System of Interacting Business Activities

Marketing is that process through which a business enterprise, institution, or organization interacts with the customers and stakeholders with the objective to earn

Marketing Management Notes For Mba

Xiaolong Qi



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Marketing Management - Lecture Notes, 2021-08-15 Marketing book is all about basic marketing concepts for beginners It will be guide to get the essence of marketing management *Marketing Management* K. Muthukumar ,A. Panimalar ,2022-01-01 Discover the comprehensive Marketing Management e Book designed specifically for MBA II Semester students of Anna University Chennai Published by Thakur Publication this invaluable resource provides in depth insights into the principles and practices of marketing empowering aspiring business leaders with the knowledge and strategies needed to excel in the dynamic world of marketing Get ready to enhance your marketing acumen and achieve academic success with this essential e Book **Instructor's Resource Guide with Case Notes to Accompany Global Marketing Management** Masaaki Kotabe, Syed Tariq Anwar, 2001 **Cases in Marketing Management** Charles L. Hinkle, Wesley J. Johnston, Esther F. Lanigan, 1992 *Marketing Management* S. Jayachandran, 2004-05 This book is appropriate as a core textbook for Marketing Management in Post Graduate programmes including MBA The text provides right from the basics in Marketing to Analysis and Application of Strategic Tools in Marketing Management CORE FEATURES Structure Six parts with 20 chapters Objective Make the readers to understand marketing theory concepts and prepare them as tomorrow s marketing managers academicians etc Style Simple and lucid style to understand theory and concepts with live corporate examples Focus As core text book to post graduate students MBA M Com M A M Tech etc Delighting Features Value Addition V Each part underlies a specific objective v Each chapter starts with a marketing profile of leading corporate house with web address This enables the reader to understand what is a corporate house what are their businesses what are their marketing and operating philosophies v Summary of each chapter makes the reader to grasp the chapter contents with easy effort v Each chapter has questions for discussion preparing the students well for examination v Each chapter ends with practical exercises for critical analysis and thinking which makes the reader to think critically v Case Studies lead the reader to improve his her analytical skills and practical knowledge **Corporate Branding** T C Melewar, S F Syed Alwi, 2015-04-10 A strong corporate image has power in a competitive marketplace Its influence on reputational value and customer decision making is only now beginning to be understood Interest in corporate branding is exploding as marketing academics and professionals begin to realize how it can boost business performance in measurable ways For example it promotes customer patronage without expensive advertising and raises profitability by enabling companies to leverage their brand image when buying from particular sources Yet there are few empirical studies available to clarify its basic tenets and fewer still that help us understand corporate branding in different parts of the world Existing books focus mainly on conceptual ideas and real life examples Corporate Branding Areas arenas and approaches is a unique take on corporate branding that provides a global overview through rigorous research of different geographical areas across industries An international range of leading scholars contribute their coverage across three clear themes Area geographical areas across the globe including the UK USA

Europe and Asia Arena a variety of commercial and not for profit sectors both B2B and B2C Approach methodological approaches to brand research design including qualitative quantitative case studies interpretivistic and social narrative These three themes enable the reader to consider corporate branding from more perspectives and in more ways than any other corporate branding book The result is an understanding of this strategically important growing subject that cannot be found anywhere else This book is an essential read for any branding student or interested professional *Business Marketing Management* Frank G. Bingham,1998 **Marketing Management** George David Hughes,1978 Global Agricultural Marketing Management Steve Carter,Food and Agriculture Organization of the United Nations,1997 *A Stakeholder Approach to Managing Food* Adam Lindgreen,Martin K. Hingley,Robert J. Angell,Juliet Memery,2016-08-05 This research anthology explores the concept of food production and supply from farm gate to plate bringing together contemporary thinking and research on local national and global issues from a stakeholder perspective A Stakeholder Approach to Managing Food includes a number of sections to represent these challenges opportunities conflicts and cohesions affecting relevant stakeholder groups within food production and supply and their reaction to engagement with and co creation of the food environment For some local national and global interests may seem at odds We are in an era of growing and pervasive multi national corporations and these corporations have significant influence at all levels Rapidly growing economies such as China are a focus for the global brand but is this a scenario of adaptation or homogenization of food Alongside this trend toward national and global development in food this volume presents the counter reaction that is taking place especially in developed countries toward local speciality and culturally bound foods with emphasis on the importance of the inter connection of local communities and agri food culture and economy With an in depth analysis of agricultural businesses this book shows that the entrepreneurial spirit is alive and well in rural communities with often renewed and engaged connection with consumers and imaginative use of new media This book will be of interest to students researchers and policy makers concerned with agriculture food production and economics cultural studies **Marketing Management Perspectives and Applications** Robert B. Woodruff,Gerald E. Hills,David W. Cravens,1976 *Instructor's Manual to Accompany Cases in Marketing Management* Kenneth L. Bernhardt,1981 **Sales Force Management** Joseph F. Hair, Jr.,Rolph Anderson,Rajiv Mehta,Barry Babin,2020-09-16 The second edition of Sales Force Management prepares students for professional success in the field Focused on the areas of customer loyalty customer relationship management and sales technology this practical resource integrates selling and sales management while highlighting the importance of teamwork in any sales and marketing organization The text presents core concepts using a comprehensive pedagogical framework featuring real world case studies illustrative examples and innovative exercises designed to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills Supported with a variety of essential ancillary resources for instructors and students Sales Force Management 2nd Edition includes digital multimedia

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